

**BIRLA INSTITUTE OF TECHNOLOGY, MESRA, RANCHI
(END SEMESTER EXAMINATION)**

**CLASS: BBA
BRANCH: MANAGEMENT**

**SEMESTER : VI
SESSION : SP/2025**

SUBJECT: MT316 INTERNATIONAL MARKETING

TIME: 3 Hours

FULL MARKS: 50

INSTRUCTIONS:

1. The question paper contains 5 questions each of 10 marks and total 50 marks.
 2. Attempt all questions.
 3. The missing data, if any, may be assumed suitably.
 4. Before attempting the question paper, be sure that you have got the correct question paper.
 5. Tables/Data hand book/Graph paper etc. to be supplied to the candidates in the examination hall.
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Q.1(a)	Differentiate between international marketing and domestic marketing. Discuss the importance and scope of international marketing.	[5] 1	3
Q.1(b)	A U.S.-based fast-food company is planning to expand into India. What cultural factors should it consider before launching its menu and how can misunderstanding this lead to marketing failure?	[5] 1	5
Q.2(a)	Define the term 'International Marketing Environment'. Why is it important for the firms expanding globally.	[5] 2	3
Q.2(b)	Discuss the various components of balance of payments.	[5] 2	3
Q.3(a)	What are tariff and no-tariff barriers to trade? Discuss the impact of non-tariff barriers on international trade.	[5] 3	2
Q.3(b)	A multinational company wants to enter a market that has high non-tariff barriers, such as strict licensing requirements and bureaucratic delays. How should the company strategize its market entry?	[5] 3	5
Q.4(a)	Define product adoption in the context of international marketing. Differentiate between product adoption and standardization.	[5] 4	2,3
Q.4(b)	Coca-Cola uses a standardized branding strategy across most markets. Discuss the advantages and potential risks of such a strategy.	[5] 4	5
Q.5	Write short notes on a. Export Incentives b. ECGC	[5+5] 5	1,2

:::28/04/2025:::M