



Seat No. : \_\_\_\_\_

**XX-123**

**Five Years M.B.A. Integrated (K.S.)  
April-2013**

**International Marketing**

**Fifth Year M.B.A.**

**(Marketing)**

**Time : 3 Hours]**

**[Max. Marks : 70**

- Instructions :** (1) **All** the questions are compulsory.  
(2) Give relevant examples wherever possible.

1. (a) Explain the 'Definition by behaviour' of multinational companies. **7**  
(b) 'What could be the possible level of economic integration with respect to economic co-operation among international markets/economies' ? Explain. **7**

**OR**

Explain how the legal environment can have impact on an multinational companies marketing mix.

2. (a) Explain along with suitable examples any **three** of the following : **6**  
(1) Greenfield operations.  
(2) International franchising.  
(3) Indirect exports.  
(4) Turnkey operations.  
(5) Piggy backing.  
(b) Describe in detail basic methods of data collection available to an international market research firm. **8**
3. (a) Explain major impediments in export promotion. **7**  
(b) Discuss 'certificate of origin' and its types with respect to export procedure. **7**

4. (a) What are the implications of theory of international product life cycle for technology-based products ? 7
- (b) Discuss alternative pricing strategies that are available to an international marketer. 7

**OR**

Suggest suitable distribution and promotion strategies for a local ethnic readymade garment manufacturer that wishes to explore the ASEAN markets for its product. 14

5. Attempt any **two** of the following short notes : 14
- (a) Guidelines for successful international alliance.
- (b) Integrated global structures.
- (c) Cultural influences on strategic implementation of global strategies.
- (d) Emergent structural forms in international marketing.
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