

Seat No. : _____

AH-122

April-2015

5th Year, M.B.A., (Integrated)

International Marketing

Time : 3 Hours]

[Max. Marks : 70

1. Do as directed : **14**
 - (1) Describe the international sales forecasting methods that marketing managers can use to better monitor and more efficiently react to information in the local environment.
 - (2) What do you understand by the international marketing orientation of a firm ? Explain EPRG orientation to international marketing.

2. Write as directed. (Any **Two**) **14**
 - (a) Explain various sales promotion tools adopted in international marketing.
 - (b) “International marketing research is full of complexities” Comment.
 - (c) Describe the different phases of an international product life cycle.

3. Write as directed. (Any **Two**) **14**
 - (1) Differentiate between franchising and licensing strategies of foreign market entry. What are the main advantages and disadvantages of each strategy ?
 - (2) What is the international marketing environment ? Briefly explains the various components of the international marketing environment.
 - (3) Explain various steps involved in the international marketing process.

4. Write as directed. (Any **Two**) **14**
 - (1) Briefly discusses various barriers to international marketing of services. Examine how they can be overcome with the implementation of GATS.
 - (2) What do you understand by the term ‘political risk’ ? What is the management process available for managing the ‘political risk’ ?
 - (3) Suggest various strategies for a successful entry into the global market.

5. Write as directed.
- (a) What should the company do to maintain its position in the market ? 2
 - (b) Exports are necessary for developed and developing nations. Discuss. 4
 - (c) Explain the various tariff barriers in international trade. 4
 - (d) Discuss various risks involved in case of a new product development for international Markets. 4
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