

M.B.A.-II (Sem.-IV) Examination

International Marketing

May-2017

[Max. Marks : 100

Time : 3 Hours]

Instructions: Write to the point answers.**Give examples wherever necessary**

Q.1	Explain the various tariff and non-tariff barriers in details.	(20)
Q.2		(20)
(a)	Explain the stages of international marketing involvement.	
(b)	Explain how history and geography help an international marketer.	
	OR	
(a)	What is cultural change? "Members of a society borrow from other cultures to solve problems that they face in common." What does this mean? What is the significance to marketing?	
(b)	Elaborate the concept of cultural imperatives, electives and exclusives with suitable examples in local and foreign contexts.	
Q.3		(20)
(a)	Explain the various political risks of government. Also explain the measures to minimize political risks.	
(b)	Discuss the different international dispute resolution systems.	
	OR	
(a)	What is the task of the international marketing researcher? How is it complicated by the foreign environment?	
(b)	What are the three major components of a product? Discuss their importance to product adaptation in international marketing.	
Q.4		(20)
	Describe the various types of export documentations in detail.	
	OR	
(a)	Explain how cultural aspects affect customizing advertising from country to country.	
(b)	Evaluate the three major sources of multinational personnel.	
Q.5	Write note on followings: I. Transfer Pricing II. Home Country Channels of Distribution III. Any three methods of market entering strategy IV. Price Escalation	(20)