

IMBA in ITF (NEP) Sem.-3 Examination

DSC-C-ITF-232T

International Marketing Management

Time : 2.00 Hours]

December-2025

[Max.Marks : 50

Instructions:

- Figures to the right indicate Full Marks.
- Do not write anything on the question paper.

Q.1	<p>What are the key dimensions and areas encompassed within the scope of international marketing?</p> <p style="text-align: center;">OR</p> <p>How does a transition from a regiocentric to a geocentric orientation influence a company's organizational structure and global marketing strategy?</p>	10
Q.2	<p>How do changes in political stability and trade policies in a host country affect an international marketer's entry strategy?</p> <p style="text-align: center;">OR</p> <p>In what ways might IMF-imposed austerity measures reduce consumer demand for imported goods?</p>	10
Q.3	<p>Why might an MNC prefer a hybrid strategy that mixes product standardisation and adaptation?</p> <p style="text-align: center;">OR</p> <p>Why is behavioural segmentation often more relevant for online global retailers?</p>	10
Q.4	<p>How can global companies strike a balance between a uniform brand image and local promotional customisation?</p> <p style="text-align: center;">OR</p> <p>Why might global FMCG firms prefer multi-channel distribution systems in emerging economies?</p>	10
Q.5	<p>Short Questions (5 out of 8) 2 marks each</p> <ol style="list-style-type: none"> 1. International Marketing 2. State any 2 types of segmentation. 3. Tariff Barriers 4. Public relations 	10
	<ol style="list-style-type: none"> 5. Product Adaptation 6. WTO 7. Skimming Pricing Strategy 8. Distribution Channels 	