

## IMBA in GBM (NEP) Sem.-3 Examination

DSC-C-GBM-233T

## International Marketing

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 is the scope of international marketing?</p> <p style="text-align: center;"><b>OR</b></p> <p>If a company shifts from a regiocentric to a geocentric orientation, how would its organizational structure and marketing approach change?</p>	10
Q.2	<p>How has India's membership in the WTO impacted the entry and operations of foreign brands in its domestic market?</p> <p style="text-align: center;"><b>OR</b></p> <p>How do changes in political stability and trade policies in a host country affect an international marketer's entry strategy?</p>	10
Q.3	<p>Why might Coca-Cola choose standardisation for its global branding but adopt local flavours or packaging in specific markets?</p> <p style="text-align: center;"><b>OR</b></p> <p>How can Nike utilize psychographic segmentation to effectively target young consumers across various countries?</p>	10
Q.4	<p>Why might an international fashion brand prefer indirect distribution channels when entering the Indian market?</p> <p style="text-align: center;"><b>OR</b></p> <p>How can personal selling and public relations work together for an international company entering a culturally sensitive market?</p>	10

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Q.5	<b>Short Questions (5 out of 8) 2 marks each</b> <ol style="list-style-type: none"><li>1. Adaptation</li><li>2. 4 P's of marketing</li><li>3. State any 2 types of segmentation.</li><li>4. Tariff Barriers</li><li>5. International Marketing</li><li>6. Product Standardisation</li><li>7. Full form of IMF</li><li>8. Psychological Pricing Strategy</li></ol>	10
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