

MITF Sem.-2 Examination

MITF - 108T

International Marketing Management

Time : 2-30 Hours]

May-2025

[Max. Marks : 70

Instructions:

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

Q.1 Explain the EPRG (Ethnocentric, Polycentric, Regiocentric, and Geocentric) framework in the context of international business. Discuss each of the four orientations in detail, highlighting how companies approach global marketing strategies under each orientation. 14

OR

How do the four Ps of the international marketing mix (Product, Price, Place, and Promotion) impact global marketing strategies, and how can businesses adapt these elements for different international markets?

Q.2 Your company, a leading fashion brand, is planning to expand into a new international market. As the marketing manager, you need to assess the international market environment to make informed decisions. How would you use this analysis to shape your market entry strategy and ensure long-term success? 14

OR

The International Monetary Fund (IMF) and the World Bank are both international financial institutions, but they serve different purposes and function. Differentiate between IMF and World Bank.

Q.3 What are the key pricing strategies used by businesses, and how do factors such as market conditions, competition, and customer perception influence the choice of a pricing strategy? 14

OR

~~Discuss the process of new product development (NPD) at the international level. Explain the key stages involved in developing a product for global markets, from idea generation to commercialization~~

Q.4 Explain the concept of promotional strategies in marketing and discuss the different types of promotional tools businesses can use to enhance their visibility and sales. 14

OR

Define the concept of distribution in marketing and explain its importance in the overall marketing strategy. Discuss the various types of distribution channels (direct and indirect) and their advantages and disadvantages. How do companies decide on the most suitable

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distribution strategy based on factors such as product type, target market, and geographical location?

Q.5 One Liner Questions (07 out of 10)

14

Two marks for each question

1. International Marketing
2. Exchange Rate Fluctuations
3. International advertising
4. International Branding
5. Globalization
6. Any two Market Entry Strategies
7. Standardization
8. Adaptation
9. Trade Barriers
10. Political Environment