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10MBAMM418/IB468

**Fourth Semester MBA Degree Examination, June / July 2013**  
**International Marketing Management**

Time: 3 hrs.

Max. Marks:100

**Note: 1. Answer any FOUR questions, from Q.No.1 to Q.No.7.**  
**2. Q.No. 8 is compulsory.**

- 1
  - a. Explain the term "International Marketing". (03 Marks)
  - b. What are the major challenges faced by the researcher while gathering primary data for international marketing research. (07 Marks)
  - c. Describe the different kinds of export documents required for international trade with examples. (10 Marks)
- 2
  - a. What is meant by multicultural research? (03 Marks)
  - b. What are the major change of global market that will continue in the future? (07 Marks)
  - c. Explain the process of marketing research. (10 Marks)
- 3
  - a. Give the full form of TRIMs, with explanation and an example. (03 Marks)
  - b. Briefly explain the planning process in international marketing. (07 Marks)
  - c. Describe the guidelines to organize a trade show, with examples. (10 Marks)
- 4
  - a. What do you understand by FDI? (03 Marks)
  - b. What are the major market entry strategies available? (07 Marks)
  - c. Explain in detail, the issues in International retailing. (10 Marks)
- 5
  - a. What is meant by INCO terms? Mention a few. (03 Marks)
  - b. Discuss the role of internet and its impact on global marketing. (07 Marks)
  - c. How do sales promotion stimulate International customers? Give suitable examples. (10 Marks)
- 6
  - a. What do you understand by parallel imports? (03 Marks)
  - b. What initiatives should be taken by the Government to foster globalization? (07 Marks)
  - c. Explain in detail, the impact of new foreign trade policy of India on various sectors. (10 Marks)
- 7
  - a. Elaborate FOB in International trade, with a brief explanation. (03 Marks)
  - b. Differentiate between Global and National brands, with examples. (07 Marks)
  - d. Write notes on any 2 of the following :  
 i) Counter trade    ii) Pricing and Positioning    iii) Pricing quotation. (10 Marks)

**8 CASE STUDY :**

Recently, the Govt. of India, braved intense political opposition and a Nation wide bandh to notify the rules for allowing Foreign retailers, such as Walmart, Carrefour & Tesco to set up stores in India. The Govt. also notified the relaxed conditions for single brand retail as well as norms for allowing 49% investment by foreign airlines in Indian carriers and permitting greater foreign investment in some sections of the broadcasting sector. Other reforms are awaited.

- a. If you were a manager of Walmart, what is your view of recent developments in Indian policies? (05 Marks)
- b. Do you think domestic kiranas would be adversely affected if retail majors set up stores here? (05 Marks)
- c. What are the challenges for foreign companies to invest in India? (05 Marks)
- d. Will the recent reforms help Kingfisher Airlines to survive? (05 Marks)

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Important Note : 1. On completing your answers, compulsorily draw diagonal cross lines on the remaining blank pages.  
 2. Any revealing of identification, appeal to evaluator and /or equations written eg, 42+8 = 50, will be treated as malpractice.