

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY

MBA - SEMESTER-IV • EXAMINATION-WINTER • 2014

Subject code: 840101

Date: 25-11-2014

Subject Name: International Marketing (IM)

Time: 10.30 am - 13.30 pm

Total Marks: 70

Instructions:

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

- Q.1** (a) What is international marketing? How will you illustrate the benefits of internalization in the current global scenario? **07**
(b) Explain with example the EPRG framework and how a marketer's orientation changes towards international trade? **07**

- Q.2** (a) Discuss which political reforms have been effective in establishing a conducive environment for international trade between India and other countries? **07**
(b) Discuss how Regional Trade Areas affect international trade? **07**

OR

- (b) Explain cultural and technological factors impact international trade from and to a country? **07**

- Q.3** (a) As an international marketer what are the ways in which you would attempt to enter foreign markets? **07**
(b) Discuss the various drivers of consumer behavior with suitable examples. **07**

OR

- Q.3** (a) What are the various research tools that can be used in international marketing research? **07**
(b) Explain some of the marketing implications of Consumer Perception in International Marketing. **07**

- Q.4** (a) Explain international advertising. As an international marketer how will you plan an advertising campaign for an organisation manufacturing cars for India? **07**
(b) What are the various pricing strategies to be followed in international market? Give suitable examples. **07**

OR

- Q.4** (a) Explain the concept of product standardization against product adaptation. How would you decide about product adaptation in markets like India? **07**
(b) What are direct and indirect channels of distribution in international markets? Explain their advantages and disadvantages. **07**

- Q.5** (a) As an international marketer, discuss the various sources of finance available. **07**
(b) Explain some major exchange rate systems prevalent in International Marketing. **07**

OR

- Q.5** (a) Explain the role of ECGC in facilitating Indian exporters. **07**
(b) Explain briefly the working of World Trade Organisation (WTO). **07**
