

VPM's
DR VN BRIMS, Thane
Programme: MMS (2013-15)
Third Semester Examination October/November 2014

MMS III	Subject Marketing	International Marketing (IM03)	
Roll No.		Marks	60 Marks
Total No. of Questions	7	Duration	3 Hours
Total No. of printed pages	2	Date	05-11-2014

Note: Q1 is compulsory and solve any FOUR from the remaining SIX questions.

Q1) 20 Marks (Compulsory)

Explain the concept of Import-Export and comment on India's BoP with numbers. What are the Indian goods/ services that have most demand and potential for exports? Discuss in detail the process of exporting including all the relevant stakeholders, documents with the help of a diagram.

Attempt Any FOUR from the Remaining SIX Questions

Q2) Answer any two from (a) or (b) or (c)

- a) Which nations are the Top 5 Import and Export Leaders? Also name the top 5 companies in the world based on revenues. What are the reasons for their success?
- b) What are Principal Documents and Auxiliary Documents? Explain their significance in the exporting process
- c) What is process for International Marketing research? Explain with examples

Q3) Answer any two from (a) or (b) or (c)

- a) What is culture? Discuss impacts of culture on international marketing with examples
- b) Discuss the various channels of distribution available to an International Marketer
- c) Explain importance of Packaging in the context of International Marketing with examples.

Q4) Answer any two from (a) or (b) or (c)

- a) Discuss three recent global news items that impact International Marketing for an Indian company.
- b) What are Trade Blocs? Discuss with examples.
- c) Write a short note on GATT and WTO.

Q5) Answer any two from (a) or (b) or (c)

- a) Differentiate between Domestic Marketing and International Marketing.
- b) Discuss Free Trade and Protectionism.
- c) You are an Indian garment company planning to expand business in the United States of America. Discuss the impact of the cultural, political, economic, technological factors on your 4 Ps of Marketing and how will you position your company accordingly.

Q6) Answer any two from (a) or (b) or (c)

- a) Write a short note on ECGC, Pre-shipment and Post Shipment Finance.
- b) Explain various stages of Economic Integration with examples.
- c) If you are an Indian sports goods manufacturing company planning to go international, which country will you select for entering international markets? Discuss the basis for selection and the approach towards International Marketing in that market.

Q7) Answer any two from (a) or (b) or (c)

- a) Discuss Communication Adaptation for managing International Marketing Product Life Cycle with examples.
- b) Explain and differentiate between FERA & FEMA.
- c) Discuss "EU is the most mature example of Economic Integration".