

MMS - III (Mktg)
International Marketing
31.10.2009

IM 03

Roll No. :

Total No. of Printed Pages : 01

Total No. of Questions : 08

Maximum Marks : 60

Duration (hrs.) : 3

Note : Answer any 6 of the following : (All questions carry equal marks)

1. (a) State 3 key learnings from the "Hare and the Tortoise" story from the current context of Global business challenges.
(b) Define "International Marketing"
(c) What according to you are the key developments in International Trade that have taken place after the Second World War?
2. (a) Why are Nations inter-dependent on each other in trade
(b) Why should Organisations Export **OR**
(b) Why should Government encourage Exports
3. (a) What is PESTLE analysis .Why is it necessary ?
(b) Describe any 3 PESTLE parameters relating to Political and Cultural aspects
4. (a) If you were to launch a Consumer product in Africa, what factors to be considered ?
(b) What are the key factors to be considered in Country selection
5. (a) Define "International Market Research" .Why is it necessary for preparing export plan ?
(b) What is the role of a Selling Agent? Mention any 5 obligations of an agent.
6. (a) Define "Risks". State any 6 risks in International trade
(b) What are the key Risks faced in a Communist Country ? **OR**
(b) What is the difference between Export Costing and Export Pricing
7. (a) Define "Globalisation" . Mention any 3 Strengths and Disadvantages of Globalisation
(b) Describe the key characteristics of a Global Company
8. (a) Distinguish between "Selling Agent" and "Distributor"
(b) What are "Tariff" and "Non-tariff" barriers ?