

**VPM's**  
**DR VN BRIMS, Thane**  
**Programme: MMS (2017-19) (Marketing)**  
**Second Semester Examination April 2018**

<b>Subject</b>	<b>International Marketing</b>		
<b>Roll No.</b>		<b>Marks</b>	<b>60 Marks</b>
<b>Total No. of Questions</b>	<b>7</b>	<b>Duration</b>	<b>3 Hours</b>
<b>Total No. of printed pages</b>	<b>1</b>	<b>Date</b>	<b>20.04.2018</b>

**Q1) 20 Marks (Compulsory)**

- a) Discuss, Strategic Alliance as a mode of Entry in International Business with suitable Egs .What are the advantages and disadvantages of this Mode?
- b) Write in Detail, Keegan Five Strategies for Adopting Product and communications to International Market?

**Attempt Any FOUR from the Remaining SIX Questions**

**Q2) any two from (a) or (b) or (c) ————— (5x2) = 10 Marks**

Short Notes on

- a) Importance of “Country of Origin “or “Made In ..... “ In International Market
- b) Selection of a Global Brand Name
- c) Ethics In International Business

**Q3) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks**

- a) Explain, Role of MNC and Social responsibility with suitable Example.
- b) What is Dual Adaption – Explain with suitable Examples?
- c) Highlight Key features of Local, International and Global Brands?

**Q4) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks**

- a) What are the determinants of Ethical Behavior?
- b) Write a note on, Factors responsible for Failure of A New Product Development?
- c) Explain, “Price war seldom brings about Industry Shake outs” with suitable examples?

**Q5) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks**

- a) Write a Note on , INCOTERMS – CIF , FOB AND DDP
- b) Role of Pricing In Marketing Mix?
- c) Importance of Market Research in International Market?

**Q6) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks.**

- a) Explain, Ethical Decision making?
- b) What do you understand by Human Rights and Its importance in International Business?
- c) Brief, Market Segmentation with suitable examples?

**Q7) any two from (a) or (b) or (c) ————— (5x2) = 10 Marks**

Write short Notes on

- a) Global Brand Strategies
- b) Factors affecting Price decision
- c) Does ‘Corruption “is major constraint in International Business?