

[This question paper contains 4 printed pages.]

7269

Your Roll No.

M.Com./Sem. III (NC)

G

Paper : MJ311 : International Marketing

Time : 3 Hours

Maximum Marks : 100

*(Write your Roll No. on the top immediately
on receipt of this question paper.)*

There are a total of five questions.

Attempt all the five questions.

Attempt all the parts of a question at one place.

Be specific and precise in your answers.

1. (a) Differentiate between international marketing and multinational marketing.

- (b) How does the socio-cultural environment of a foreign country affect international marketing decisions ? Explain giving suitable examples for each of the elements of foreign country's socio-cultural environment. (6,14)

OR

- (c) Giving suitable examples, discuss major ways to deal with self-reference criterion in international markets.

P.T.O.

- (d) What are the major modes of entering into international markets ? Which one do you consider as the best, and why ? (6,14)
2. (a) Giving suitable examples, discuss the significance of product layer concept in international product planning.
- (b) What is 'international trade product life cycle' concept ? How does it differ from product life cycle concept ? Also briefly discuss the implications of international trade product life cycle concept to international marketers. (6,14)
- OR**
- (c) Discuss the issues involved in designing international packaging strategy.
- (d) Why is standardization vs. adaptation of products an issue in international marketing ? Also discuss the conditions under which each of these strategies should be preferred. (6,14)
3. (a) "An export firm should always quote price in its own country's currency". Do you agree with the statement ? Give reasons to support your answer.

- (b) Differentiate between full-cost and marginal cost based pricing strategies. Also discuss situations under which each of these pricing strategies can be used. (6,14)

OR

- (c) Why is communication a more complex process in international marketing? Explain, giving suitable examples.
- (d) Discuss the following delivery terms of price quotations and their implications to an export firm :
- (i) Ex works
 - (ii) f.o.b.
 - (iii) c.i.f. (6,14)

4. (a) Who are expatriates? What are the advantages of using expatriates in international markets?
- (b) Discuss major issues involved in designing an international advertising campaign. (6,14)

OR

- (c) Enumerate and briefly discuss factors that affect selection of channel members in foreign markets.

P.T.O.

(d) Discuss major types of foreign country based middlemen that a firm can select for distributing its products in international markets. (6,14)

5. Write notes on any **two** of the following :

(i) EPRG approach to international marketing planning

(ii) International dispute settlement

(iii) Country of origin effects (10,10)