

This question paper contains 3 printed pages.]

Your Roll No. ....

1971

A

**MIB/II Sem.**

**Course 523—INTERNATIONAL MARKETING**

*Time : 3 Hours*

*Maximum Marks : 70*

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

*Attempt all the five questions.*

*Attempt all the parts of a question at one place.*

*Extra credit will be given for precise and to-the-point answer*

1. Briefly answer any *three* of the following :
  - (a) What is geocentric approach to international marketing? How does it differ from polycentric approach?
  - (b) What is self reference criterion? What approaches are available to an international marketer to deal with this issue?
  - (c) Discuss the advantages and disadvantages of using foreign nationals as company's sales personnel in foreign markets.
  - (d) "It is always desirable for a firm to quote export prices on f.o.b. basis." Comment.

4, 4, 4

[P.T.O]

2. Briefly answer any *three* of the following :

- (a) What are direct and indirect methods of exporting? Why is exporting considered as an inferior entry mode to overseas manufacturing and marketing mode?
- (b) Briefly discuss various factors that affect a firm's choice of distribution channels in foreign markets.
- (c) What are different types of international trade fairs and exhibitions? Also discuss major steps involved in planning for participation in international trade fairs and exhibition.
- (d) Discuss various steps involved in international market selection process. 6, 6, 6

3. (a) What is direct mail? How should a firm go about making effective use of direct mail in international markets? 5
- (b) Giving suitable examples, discuss the impact of various components of a foreign country's socio-cultural environment on a firm's international marketing strategy. 9

*Or*

- (c) What are 'high' and 'low' context cultures? What is their relevance to international marketers? Explain, giving suitable examples. 5
- (d) Discuss various methods available to a firm for determining '*base export price*' for its products. Which one do you consider as the best, and why? 9

4. (a) What is '*product layer*' concept? Also discuss its importance in international product planning. 5
- (b) Discuss various home-country based middlemen that a firm can use for distributing its products in foreign markets. Also state as to which one do you consider as the best, and why? 9

*Or*

- (c) What is country-of-origin effect? Why is it an issue in international marketing? 5
- (d) Discuss the issues relating to designing of copy and media strategies for international markets. 9
5. Write notes on any *two* of the following :
- (a) International product adaptation vs. differentiation
- (b) International market communication process
- (c) International distribution logistics 6,6