

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA – SEMESTER (3) – EXAMINATION – SUMMER 2017

Subject Code: 2830501

Date: 10/05/2017

Subject Name: International Marketing

Time: 02.30 PM TO 05.30 PM

Total Marks: 70

Instructions:

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

- Q.1** **6**
- (a)
- A Strong orientation towards home country is an indication of 1
1. A. Ethnocentricity B. Polycentricity
- C. Geocentricity D. Globalization
2. Hofstede's national cultures do not include this dimension 1
- A. Power Distance B. Uncertainty Avoidance
- C. Temporal Orientation D. Individualism Collectivism
3. "One Money One Market" is the description of this type of economic cooperation 1
- A. Free Trade Area B. Common Market
- C. Economic Union D. Political Union
4. This is **NOT** a Non Tariff barrier 1
- A. Documentation B. Quota
- C. Countervailing Duty D. License
5. According to International Product Life Cycle theory, a Country that developed an Innovation will eventually become 1
- A. A net Importer B. A Net Exporter
- C. An Absolute Importer D. A Relative Producer
6. A study of consumer behavior should emphasize this particular perspective 1
- A. Cultural B. Psychological
- C. Social D. All of the above
- Q.1 (b)** Explain Free Trade Zones & Special Economic Zones **04**
- Q.1 (c)** Define the Terms **04**
1. Self Reference Criterion
 2. Free Trade Agreement
 3. Geo Centric Strategy
 4. NAFTA

- Q.2 (a)** Explain all the phases of International Product Life Cycle in the context of international markets in detail, with diagram **07**
- (b)** What are the characteristics of Culture? Explain how the culture of different countries affect the international marketing strategies of a company **07**

OR

- (b)** "Advertising worldwide is a real challenge" Do you agree or disagree? Support your answer with factors such as different language, cultural, social **07**

and economic diversity in different countries?

- Q.3** (a) Explain in brief the various tariff and non- tariff barriers faced by business house in International markets. **07**
(b) Explain the major factors to be considered while taking Packaging decision in International Marketing. **07**

OR

- Q.3** (a) Write in detail different International Pricing Methods (Strategies) in detail. **07**
(b) Describe the role of internet and electronic media, for marketing the product across various countries. **07**

- Q.4** (a) List out the various types of International Market Entry strategies and explain in brief. **07**
(b) What are the various means of settlement of disputes in international marketing **07**

OR

- Q.4** (a) What is the difference between Multi Domestic Strategy and Transnational Strategy in International Markets **07**
(b) The environmental factors prevailing in foreign market make the task of international marketers very complex and difficult. Comment with examples on the external / uncontrollable factors of international marketing. **07**

- Q.5** (a) Elaborate the merits and demerits of standardization and customization of products for international markets. **07**
(b) Explain how Foreign Exchange (Currency Rate) Fluctuations affect International Trade with reference to effect of Chinese Currency 'Yuan' on India. **07**

OR

- Q.5** (a) What is the meaning of Dumping ? Explain in brief types of dumping **07**
(b) Select a product of your choice for any one Middle East Country. Explain strategies for promotion for selected international markets? **07**
