

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY

MBA - SEMESTER-III • EXAMINATION – WINTER • 2014

Subject Code: 2830501

Date: 09-12-2014

Subject Name: International Marketing (IM)

Time: 10:30 am - 01:30 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(a)** Define International Marketing. Explain the process of internationalization. **07**
- Q.1(b)** Discuss different types of distribution channels for international marketing. **07**
- Q.2(a)** List out and explain the various types of political and social risk in international marketing. **07**
- Q.2(b)** Discuss various kinds of international marketing barriers? **07**

OR

- Q.2(b)** Explain Principle of Absolute Advantage and Principle of Relative Advantage? Explain each with proper example. **07**
- Q.3(a)** Discuss the legal issues related Counterfeiting and Gray Market in International Marketing. **07**
- Q.3(b)** What is the basic difference between Shipping and Collection Documents? List out Shipping Documents. **07**

OR

- Q.3(a)** Discuss the five strategies related to product-promotion extension and adaptation in International Marketing with relevant examples. **07**
- Q.3(b)** How do high context cultures differ from low context culture? Discuss with examples. **07**
- Q.4(a)** How consumer's perceptions affect the consumer behavior? What is the impact of information concerning products' "country or origin"? **07**
- Q.4(b)** What are the basic methods of data collection? **07**

OR

- Q.4(a)** Define consumer buying behaviour. What are the factors affecting consumer buying behavior. **07**
- Q.4(b)** What is Transfer Pricing? Explain the various types of Transfer Pricing. How Transfer pricing can be used for Revenue Maximization in International Marketing? **07**
- Q.5(a)** What are the ways to minimize the political risk? **07**
- Q.5(b)** List out and explain various stages of IPLC with its characteristics. **07**

OR

- Q.5(a)** Explain in detail various foreign market strategies? **07**
- Q.5(b)** What are the arguments for product standardization and product Adaption? **07**
