

Seat No.: \_\_\_\_\_

Enrolment No. \_\_\_\_\_

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**MBA – SEMESTER – (3) – EXAMINATION – WINTER- 2017**

**Subject Code: 2830501**

**Date: 06/JAN/2018**

**Subject Name: International Marketing (IM)**

**Time: 10:30 AM TO 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.

<b>Q. No.</b>		<b>06</b>
<b>Q.1 (a)</b>	Objective Questions A branch and subsidiary are	
1.	A. Different to each other B. Similar to each other C. Both A and B D. None of the above	
	The biggest or greatest amount of involvement in a foreign market comes through which of the following?	
2.	A. Exporting B. Direct investment C. Joint venturing D. Joint venturing	
	If a government uses barriers to foreign products such as biases against a foreign company's bids, or product standards that go against a foreign company's product features, the government is using:	
3.	A. Protectionism. B. Exchange facilitators C. Exchange controls D. Nontariff trade barriers.	
	When an importing country sets limits on the amount of goods it will accept in certain product categories it is called a(n):	
4.	A. Quota B. Barrier C. Tariff D. Embargo	
	Consider the following statements about Foreign Direct Investment (FDI). Identify the right ones.	
5.	I. FDI is stable in nature and provides long term benefits to the economy. II. It brings not only capital but also technological and managerial skills. A. I only B. II only C. Both D. None	
	Which of the following information forms available to the marketing manager can usually be	
6.	A. Marketing intelligence. B. Customer profiles. C. Marketing research D. Internal databases.	
<b>Q.1 (b)</b>	Explain the following terms	<b>04</b>
	1. Customs union 2. Economic and monetary union 3. Common market 4. Free trade area	
<b>Q.1 (c)</b>	What are the benefits of International Marketing?	<b>04</b>
<b>Q.2 (a)</b>	What are some of the unique characteristics of the Indian culture?	<b>07</b>

(b) What is a free trade zone? What are its benefits? 07

**OR**

(b) Are the same buying motives effective worldwide? 07

**Q.3** (a) What are the developmental stages of international marketing? 07  
(b) Explain the different types of intermediaries of direct channel? 07

**OR**

**Q.3** (a) Describe briefly the international product life cycle theory? 07  
(b) Explain the various distinct steps in new product development. 07

**Q.4** (a) Briefly explain the steps involved in the marketing research process. 07  
(b) Which one you prefer observation or questioning in collecting overseas data? Why? 07

**OR**

**Q.4** (a) Distinguish among patent, trademark, copyright, and infringement? 07  
(b) What are the characteristics of a good international brand name? 07

**Q.5** Explain the basis for International Trade in detail. Explain the confiscation, expropriation, nationalization and domestication? 14

**OR**

**Q.5** Explain the International Marketing Barriers in Detail? 14

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