MB124B

Sl. No.

IV Semester M.B.A. Degree Examination, May/June - 2026

MANAGEMENT

Marketing Management (Elective-B)

International Marketing

(Non-CBCS Scheme)

Time : 3 Hours **Maximum Marks : 80**

SECTION - A

Answer any Five sub-questions. Each sub-question carries Three marks. (5×3=15)

1. a) What are tariff Business?

b) What is licencing in international marketing?

c) What is ECGC?

d) What are intermediaries in International Marketing?

e) What is transfer pricing?

f) Discuss functions of IMF.

g) Explain the features of the Japanese distribution system.

SECTION - B

Answer any Four questions. Each question carries Five marks. (4×5=20)

2. Discuss the impact of international trade on the economic development of a country.

3. What are the functions and basic principles of WTO?

4. How are India's Exports Financed?

5. What are import restrictions? Why are they done?

6. Discuss the importance of International Business Intelligence.

7. Describe the EXIM Policy of India.

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SECTION - C

Answer any Three questions. Each question carries Ten marks. (3×10=30)

8. Explain the different mode of entry in International Marketing.

9. How do cultural and political factors affect the environment for International Marketing?

10. Explain the factors critical for International Marketing Segmentation.

11. Discuss the possible types of arrangements for regional economic integration with examples.

12. Explain the export documentation procedures and formalities followed by an Indian firm exporting to European Country.

SECTION - D

(Compulsory)

Case Study. (1×15=15)

13. Sneha garments is a small scale company manufacturing high quality fashion garments. Its annual sales are around Rs. 20 lakhs, mostly in a few major metropolitan centers in India. It does not have its own distribution outlets but sells to some selected retailers who market them under their own brand names. The company has both gents and ladies line. The proprietor of SNEHA for some time is considering the fact that if the turnover of the company is to be increased, it might be easier through exports. Domestic market for the fashion garment neither is fairly limited nor is it expected to record any substantial growth in the immediate future. In order to explore the export markets, he has recently sent his number two man in this organization to Western Europe. He has just returned and had submitted a market survey report. The proprietor is considering whether on the basis of the report it would be worthwhile to try to make an entry in this market. And if the attempt is to be made, what will be the appropriate marketing plan for this purpose.

Questions:

a) Analyze the distinguishing characteristics of the European Clothing Market.

b) Prepare a broad outline of the marketing plan for SNEHA Ltd.

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