MB-124B

Sl.No. :

Total No. of Pages : 3

Fourth Semester M.B.A. Degree Examination, May - 2025
(SLM Scheme) (Non CBCS)
MANAGEMENT
MARKETING
International Marketing (Elective - B)

Time : 3 Hours **Max. Marks : 80**

Instruction : Answer all the sections.

SECTION - A

Q1) **Answer any five questions. Each carries three marks :** **[5 × 3 = 15]**

a) Mention the characteristics of international marketing.

b) What is international marketing research?

c) What is balance of payment? Explain

d) What are the factors of international marketing environment?

e) What is consular invoice?

f) State the various functions of international distribution system.

g) What is expatriation?

SECTION - B

Answer any four of the following questions. Each carries five marks : [4 × 5 = 20]

Q2) Distinguish between domestic and international marketing.

Q3) Explain the objectives of international marketing.

Q4) What are the elements of marketing mix? Explain.

Q5) List out the types of documents required in India for exporting.

Q6) What are the channel alternatives for international distribution management?

Q7) State the function of EXIM policy.

SECTION - C

Answer any three questions. Each question carries 10 marks : [3 × 10 = 30]

Q8) Discuss the various modes of international marketing.

Q9) Explain the various stages of product life cycle.

Q10) Explain the institutional arrangement in India for export promotion.

Q11) Discuss the promotional mix elements in international marketing.

Q12) Discuss the merits and demerits of various types of entry modes in international marketing.

SECTION - D

Q13) **Case Analysis (Compulsory) :** **[1 × 15 = 15]**

Assume that, you are incharge of distribution management of a CNC Lathe machine manufacturer in India. The company entrusts you to develop distribution channel for middle east and African countries. Explain the factors and channel options you consider for international distribution.

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