MBSC-4.3B

Sl. No.

IV Semester M.B.A. Degree Examination, May/June - 2026
MANAGEMENT
International Marketing (Elective - B)
(CBCS, SLM Scheme)

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

SECTION - A

Answer any Five questions. Each question carries Five marks. (5×5=25)

1. Define International Marketing. Describe its Scope.

2. List any five reasons why firms choose to export.

3. Differentiate between MNCs and TNCs.

4. Write a note on balance of payment.

5. Mention any five challenges faced in global promotion.

6. Explain the role of Export Promotion Councils (EPCs)

7. State the objectives of EXIM policy in India.

SECTION - B

Answer any Four questions. Each question carries Ten marks. (4×10=40)

8. Discuss the advantages and disadvantages of international marketing.

9. Explain the various modes of entry into international markets with examples.

10. Describe the concept and challenges of transfer pricing in international trade.

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11. Examine the role of economic integration and trade blocs in promoting trade.

12. Discuss the process and importance of international marketing research.

13. Explain the different types of international distribution channels.

SECTION - C

14. Case (Compulsory). **(1×15=15)**

Eco Wear India Pvt. Ltd., a start-up specializing in sustainable clothing, has established a strong presence in the Indian market. The company plans to enter the European market, targeting eco-conscious consumers. However, management is unsure about the most effective entry strategy, pricing policies, and promotional techniques. They are also concerned about complying with EU regulations, overcoming cultural barriers, and selecting appropriate distribution channels. The marketing team debates whether to position the brand as a premium product or offer competitive pricing to gain quick market entry.

Questions:

a) What entry strategies can EcoWear consider for entering into European Market?

b) Suggest pricing and promotional strategies suitable for this case.

c) Discuss how cultural factors might influence the company's marketing decisions.
