MBSC-4.3 B

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Fourth Semester M.B.A. Degree Examination, November - 2024
(SLM Scheme) (CBCS)
MANAGEMENT
Elective : B Marketing
International Marketing

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

SECTION - A

Answer any five questions. Each question carries five marks. **[5 × 5 = 25]**

Q1) Briefly explain about objectives of WTO?

Q2) Write a note on i) EOU ii) SEZ.

Q3) What are the benefits of international marketing?

Q4) Write short note on Socio cultural environment.

Q5) Write a note on international advertising.

Q6) Write a short note on transfer pricing.

Q7) Explain briefly factors which influence channel decision.

SECTION - B

Answer any four questions. Each question carries ten marks. **[4 × 10 = 40]**

Q8) Discuss International Product Policy and draw the diagram of 'The international product mix policy'.

Q9) Explain tariff and non-tariff barriers.

Q10) What are the different pricing strategies available to marketer?

Q11) Discuss various international product-promotion strategies.

Q12) Describe various commercial documents required for shipment of export goods.

Q13) Explain the economic factors which effect the global market.

SECTION - C

Q14) **Case (Compulsory) :** **[1 × 15 = 15]**

Is Toyota a good name to use for an international brand? On what do you base your evaluation?

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