MBSC - 4.3B

Sl.No. :

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

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

Section -A

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

Q1) List any five differences between domestic marketing and international marketing.

Q2) State the advantages and disadvantages of exporting.

Q3) Explain any five basic modes of entry into international markets.

Q4) Briefly discuss the role of regional trade blocs like ASEAN and SAARC.

Q5) Mention the benefits of Special Economic Zones (SEZ) for exporters.

Q6) Describe the challenges in international pricing?

Q7) Write short notes on EXIM Bank and its functions.

Section-B

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

Q8) Discuss the scope and future of international marketing in India.

Q9) Explain the concept and process of international marketing research.

Q10) Describe the international product life cycle and its strategic implications.

Q11) Discuss the role of multinational corporations (MNCs) in India's economic development.

Q12) Examine the objectives and methods of determining international pricing.

Q13) Elaborate on the institutional support available to Indian exporters.

Section-C

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

Dharwadi Global Trade Solutions Pvt. Ltd., a medium-sized Indian enterprise, manufactures ecofriendly household appliances. After achieving steady growth in the domestic market, the company is exploring opportunities abroad. The management is evaluating options such as licensing, joint ventures, and direct exporting. However, they face challenges in understanding foreign market regulations, cultural differences, and pricing strategies. The marketing team is also debating whether to adapt their products to local markets or maintain standardization. Additionally, they must choose the most suitable distribution channels while competing with established multinational brands.

Questions:

a) Identify the factors the company should consider when selecting its mode of entry into foreign markets.

b) Recommend whether the company should adopt product standardization or adaptation, with valid reasons.

c) Suggest strategies to overcome the challenges of international distribution and promotion in this case.