

Code No: 744AF

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JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD
MBA IV Semester Examinations, December - 2019
INTERNATIONAL MARKETING

Time: 3hours

Max.Marks:75

Note: This question paper contains two parts A and B.
Part A is compulsory which carries 25 marks. Answer all questions in Part A. Part B consists of 5 Units. Answer any one full question from each unit. Each question carries 10 marks and may have a, b, c as sub questions.

PART - A

5 × 5 Marks = 25

- 1.a) Explain the concept of global orientation. [5]
- b) What are the various types of the trade barriers imposed against imports? [5]
- c) Why should a foreign marketer be concerned with the study of culture? [5]
- d) Explain the popularity of joint ventures. [5]
- e) How do differences in values and thinking processes affect international negotiations? [5]

PART - B

5 × 10 Marks = 50

2. Examine the various reasons for the development of global markets. [10]
- OR**
3. Discuss how the level of technology, political and legal issues affect international environment. [10]
4. Explain the various types of counter trade and the problems faced by marketers in countertrade. [10]
- OR**
5. Discuss the importance of culture to international marketers. [10]
6. Describe the various phases in international market segmentation. [10]
- OR**
7. Discuss the various problems of collecting primary data in foreign countries. [10]
8. Explain the various factors influencing pricing decisions in international markets. [10]
- OR**
9. Discuss the growing importance of e- commerce as a distribution alternative. [10]
10. What are the various types of import restrictions imposed by foreign countries? [10]
- OR**
11. Discuss the problems that are usually encountered in international business negotiations? [10]

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