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JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD
MBA IV Semester Examinations, April/May-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) “An international marketer has to trade-off between a standardized and customized product as it is difficult to evolve a global product.” Establish your views in context of the statement with reasoning and suitable examples. [5]
- b) Explain how WTO facilitate freer trade among its members? [5]
- c) International marketing strategies are dependent on companies’ orientations, which include production, customer, strategic and social. Give your views. [5]
- d) Explain with examples, how consumer behavior varies from one country to the other and is determined by economic development of different countries. [5]
- e) Explain how the latest developments in information technology has impacted the International marketing initiatives of firms across the globe. [5]

PART - B

5 × 10 Marks = 50

2. “A variety of cultural and economic conditions may call for altering products to capture foreign demand, but the cost of alteration relative to additional sales potential should be considered. In addition to determining when to alter products, companies also must decide how many and which products to sell abroad.” In the context of the above statement, explain
 - a) The reasons behind a company altering their product
 - b) The reasons behind choice of products which a company decides to sell abroad. [10]

OR

3. “The political and legal environment in different markets is considerably heterogeneous, and the geographical distance is yet another problem.”
 - a) Explain your understanding on how differences in political and legal environment across countries poses challenges for marketers in international markets.
 - b) Do you agree in today’s connected world, geographical distance is at all a problem to market products and services across the globe? [10]

4. “WTO rules reduces the challenges for International Marketing of Goods and Services”. Take a stand on the statement and explain your stand. [10]

OR

5. Write short notes on:
 - a) Cultural globalization
 - b) Globalization of markets [5+5]

6. “Dimensions used to arrive at market potential of a country include market size, market growth rate, market consumption capacity, market receptivity and country risk”. Explain each one of the dimensions and their importance to access the market potential of a country. [10]

OR

7. Critically evaluate various modes of entering foreign markets by comparing their merits and demerits. [10]

8.a) Explain the different cultural barriers in International communication with suitable examples?

b) Explain your understanding on source and country of origin effects in International communication. [5+5]

OR

9. Explain the concept of marginal-cost pricing. Give reasons for its implications in international marketing vis-à-vis domestic marketing. [10]

10. Although the Internet offers new opportunities to sell internationally, using the Internet does not negate companies’ needs to develop sound programs within their marketing mix. Explain with sound reasoning, why companies need to develop sound programs within their marketing mix. [10]

OR

11. Write short notes on:

a) Clearing & Forwarding (C&F) agent

b) Bill of lading and Bill of exchange

[5+5]

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