

Code No: 744AF

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD**MBA IV Semester Examinations, September - 2020****INTERNATIONAL MARKETING****Time: 2 hours****Max.Marks:75**

Answer any five questions
All questions carry equal marks

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- 1.a) What are the unique challenges of international marketing?
b) What is law of comparative advantage? What is its significance to international marketing? [8+7]
- 2.a) What is piggybacking in export management? How does it serve as a stepping stone for full-fledged export?
b) What is the difference between global marketing and international marketing? [7+8]
- 3.a) Explain the role of governments as drivers of global marketing.
b) What has been the role of WTO in promoting international trade? [8+7]
- 4.a) What is the importance of culture in international marketing?
b) What are the challenges of marketing to governments in general? [7+8]
- 5.a) "The increased technological content makes the product less susceptible to cultural influences". Comment briefly on the statement.
b) Evaluate „joint venture“ as a market entry strategy. [8+7]
- 6.a) What is multiple channel strategy in international marketing?
b) What is the importance of communicating „locally“ for a global marketer? [7+8]
- 7.a) What is transfer pricing? Explain the problems of transfer pricing in international marketing?
b) What are the challenges of developing global products? [7+8]
- 8.a) How do you distinguish negotiation from bargaining?
b) What are the advantages of E-marketing with special reference to international marketing? [8+7]

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