

Code No: 764AC

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD**MBA IV Semester Examinations, July/August - 2021****INTERNATIONAL MARKETING****Time: 3 hours****Max.Marks:75**

Answer any five questions
All questions carry equal marks

- - -

- 1.a) Elaborate the importance of world trade.
- b) Explain the motivating factors of international marketing. [7+8]
- 2.a) How do domestic and international marketing differ? Explain.
- b) Explain the strategies for internationalization. [8+7]
3. How do environmental factors influence world trade? And discuss the current EXIM policy. [15]
4. Discuss about international trade agreements that facilitate the international trade. [15]
5. Discuss briefly about
 - a) Drivers of global consumers.
 - b) Assessment of market size and sales potential in global markets. [7+8]
- 6.a) Elaborate the influence of social factors on global marketing.
- b) Write short notes on global market entry modes. [7+8]
7. Explain the concept of international product life cycle and the relevance of those stages to framing marketing strategies. [15]
8. Describe the considerations in implementing global marketing strategies. [15]

--ooOoo--