

Code No: 764AC**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD****MBA IV Semester Examinations, March/April - 2022****INTERNATIONAL MARKETING****Time: 3 Hours****Max.Marks:75**

Answer any five questions
All questions carry equal marks

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- 1.a) Discuss the various opportunities and challenges involved in international marketing.
- b) Explain environment and sustainability in international marketing. [8+7]
2. Describe the various types of marketing orientations followed by organizations towards international marketing. [15]
- 3.a) Discuss the evolution of world trade that led to the formation of WTO.
- b) Discuss the EXIM policy. [9+6]
- 4.a) What are the most frequently encountered political risks for international marketers?
- b) Explain drivers of global consumers and its limitations. [7+8]
- 5.a) Describe the various ways by which an organization can enter international markets?
- b) What is the role of culture in determining the global customers? [7+8]
- 6.a) Discuss the breadth and scope of international marketing research.
- b) How SWOT analysis of target markets can be done? [7+8]
- 7.a) Explain the different promotional/product strategies available to an international marketer.
- b) Discuss the various factors affecting choice of distribution channels in international markets. [8+7]
8. Explain the reasons behind various regulations and restrictions imposed on export and import of goods. [15]

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