

**R19**

Code No: 764AC

**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD****MBA IV Semester Examinations, March/April - 2023****INTERNATIONAL MARKETING****Time: 3 Hours****Max.Marks:75**

- Note:** i) Question paper consists of Part A, Part B.  
ii) Part A is compulsory, which carries 25 marks. In Part A, Answer all questions.  
iii) In Part B, Answer any one question from each unit. Each question carries 10 marks and may have a, b as sub questions.

**PART - A****(25 Marks)**

- 1.a) Examine the challenges of international marketing? [5]
- b) Describe importance EXIM policy in international marketing. [5]
- c) What are the influences of global consumer? [5]
- d) Brief on the globalization drivers? [5]
- e) What are the export documents required in global marketing? [5]

**PART - B****(50 Marks)**

- 2.a) What is international marketing? Explain the opportunities and challenges in international marketing.
  - b) Discuss the stages of international marketing. [6+4]
- OR**
- 3.a) What is the need for internationalization of marketing? Discuss the reasons and strategies for internationalization of marketing.
  - b) Describe the factors motivating the international marketing. [5+5]
4. What is globalization? Explain the issues and types of globalization of marketing. [10]
- OR**
5. What is the significance of international trade? What are the common barriers of international trade? Explain. [10]
- 6.a) How can you assess the market size and sales potential in international marketing? Explain.
  - b) Describe the methods for assessing market size and sales potential. [5+5]
- OR**
- 7.a) What is target market? Explain the government policies of target markets.
  - b) Illustrate the global entry challenges. [5+5]
8. How can you develop the global marketing program? Explain the need for segmentation of product and services in global marketing. [10]
- OR**
9. What are the global marketing channels? Explain the distribution and promotion strategies in global marketing. [10]

10. How can you implement the global marketing strategies? Explain the importance of negotiating with customers. [10]

**OR**

11. What are the export procedures? What are the steps involved in processing an export order? Explain. [10]

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