

MANAGEMENT PROGRAMME

Term-End Examination

December, 2014

MS-64 : INTERNATIONAL MARKETING

Time : 3 hours

Maximum Marks : 100

(Weightage : 70%)

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- Note :** (i) Attempt *any three* questions from **Section-A**.
(ii) **Section-B** is *compulsory*.
(iii) *All* questions carry *equal* marks.
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SECTION - A

1. Distinguish between the following :
 - (a) International Marketing and Foreign Trade
 - (b) Polycentric and Geocentric Orientations
 - (c) 'Pre - investment' and 'Post - investment' planning for management of political risk

2. (a) Explain the modus operandi of a letter of credit in international transactions.
(b) Why is an understanding of different cultures important to an international marketing manager ? Discuss with the help of suitable examples.

3. (a) Explain the components of international advertising strategy.
(b) With the help of examples, explain how a marketing manager can use "country attractiveness/competitive strength" matrix to define the direction of growth of the organisation.

4. Write short notes on **any three** of the following :
- (a) Modes of entry
 - (b) Forms of Regional Economic Groupings
 - (c) International Product Life Cycle
 - (d) Transfer pricing
 - (e) Containerisation

SECTION - B

5. (a) Select a developed country and a least developed country and explain what problems you would anticipate in doing a marketing research study there.
- (b) You have to export heavy machinery from a manufacturing unit in North India to Singapore. Assuming that the export is by sea, explain the effects of terms of delivery on the price to be quoted. You may take hypothetical figures for various cost components.
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