

MANAGEMENT PROGRAMME

Term-End Examination

June, 2016

MS-64 : INTERNATIONAL MARKETING

Time : 3 hours

Maximum Marks : 100

(Weightage : 70%)

Note : (i) *Attempt any three questions from Section-A.*

(ii) *Section-B is compulsory.*

(iii) *All questions carry equal marks.*

SECTION - A

1. (a) What do you understand by the term 'International marketing' ? Explain the reasons for which firms enter International markets.
- (b) "The EPRG framework has implications on the strategy formulation process." Explain with the help of examples.
2. (a) Explain the term 'Political Risk'. Discuss the strategies for management of political risk at the pre-investment stage.
- (b) Explain the contents and significance of the following documents :
 - (i) Commercial invoice
 - (ii) Certificate of origin

3. (a) Briefly explain the elements of International advertising strategy. What are the advantages and disadvantages of standardization of International advertising programme ?
- (b) "Conducting marketing research across different parts of the globe involve different issues and challenges". Do you agree with the statement ? Discuss with the help of suitable examples.
4. Write short notes on **any three** of the following :
- (a) Self Reference Criteria (SRC)
 - (b) Incoterms
 - (c) Containerization
 - (d) International Product Life Cycle
 - (e) Factors influencing International market selection

SECTION - B

5. (a) What are the different parties in a letter of credit ? Explain the operation of a letter of credit.
- (b) A small firm manufacturing and selling leather products in India wants to market its products abroad. Advise the firm on the following :
- (i) What are the major decision areas for strategic planning in the International marketing context ?
 - (ii) What kind of assistance it can get from different institutions ?
 - (iii) What are the options available for it for entering foreign markets and the potential difficulties involved in each option ?