

MANAGEMENT PROGRAMME

Term-End Examination

June, 2015

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. (a) Why should an international marketing manager monitor the economic environment ? Discuss with the help of examples.
(b) Explain the difference between a free trade area, a customs union and a common market.
2. (a) Explain the contents and significance of the following documents :
(i) Bill of lading
(ii) Packing list
(b) Explain the concept of transfer pricing. What are its implications in international marketing ?
3. (a) Discuss the impact of media availability and coverage on the design of international advertising strategy.

- (b) With the help of example, explain how an international marketing manager can use "Country attractiveness/competitive strengths" matrix to define the direction of growth of the organisation.
4. Write short notes on **any three** of the following :
- (a) Incoterms.
 - (b) Letter of credit.
 - (c) Scope of international marketing research.
 - (d) Export Promotion Councils.
 - (e) International distribution channels.

SECTION - B

5. You are the marketing manager in a food processing company producing and marketing fruit juices and frozen vegetables in India. The company is exploring the possibilities of entering international markets. The management has asked you to prepare a preliminary report covering :
- (a) Advantages and challenges for the company in entering the international markets;
 - (b) Different modes of entering international markets and potential difficulties involved with each options;
 - (c) Whether making exercises for product adaptation for different markets is worth it;
 - (d) Physical distribution implications and
 - (e) Support the company can receive from the institutional framework for export available in India.

Prepare your report covering the above aspects, for any specific geographic region (like Middle East).