

MANAGEMENT PROGRAMME

Term-End Examination

June, 2012

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. Differentiate between the following :
 - (a) Ethnocentric and Polycentric Orientations.
 - (b) 'Free Trade Area' and 'Customs Union'
 - (c) F.O.B and C.I.F
 - (d) Direct and Indirect Distribution Channels

2. (a) What do you understand by the term 'Political Risk' ? Explain the strategies available to international marketers for management of political risk.
(b) Explain the scope of International Marketing Research and briefly outline the procedure for conducting it.

3. (a) How do media options available to international marketers vary across regions ? Discuss with the help of examples.
(b) What is transfer pricing ? Explain the different approaches to transfer pricing.

4. Write short notes on *any three* of the following :
 - (a) Reasons for entering into international markets.
 - (b) International market segmentation
 - (c) Deemed Exports
 - (d) Self Reference Criteria (SRC)
 - (e) International Marketing Control

SECTION-B

5. (a) 'An international marketer has to find out a trade-off between standardized and customised product as it is difficult to evolve a global product'. Do you agree with the above statement ? Justify your answer with the help of suitable examples.
- (b) What are the different parties in a letter of Credit ? Explain the operation of a letter of Credit.
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