

**MANAGEMENT PROGRAMME**

**Term-End Examination**

**June, 2014**

02011

**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) Polycentric and Ethnocentric Orientations
  - (b) Free Trade Area and Customs Unions
  - (c) Commercial Invoice and Proforma Invoice
  
2. (a) What are Incoterms ? Explain any three commonly used Incoterms giving suitable examples.  
(b) What do you understand by the term 'political risk' ? In your opinion, is it country specific or firm specific or both ? Elaborate giving examples.
  
3. (a) Explain the various product-communication strategies available to an international marketer, giving suitable examples.

(b) Outline the procedure for conducting international marketing research. How does the internet affect international marketing research ?

4. Write short notes on **any three** of the following :
- (a) Reasons for entering international markets
  - (b) Export Promotion Councils
  - (c) Bill of lading
  - (d) International media strategy
  - (e) Domestic Vs International Planning

### SECTION - B

5. A leading international fast food chain presently operating in North America and Western Europe intends to enter the Asian market. In the initial phase it plans to enter India, China and Malaysia. Expanding a food venture into a foreign country involves many issues. These include finding quality suppliers, training new franchise owners, issues related to language and culture etc. Further, while entering new markets the issues of building brand awareness and brand positioning also become important.
- (a) What according to you are the major challenges faced by the company in entering the above markets ?
  - (b) Would you recommend a product standardisation strategy for all the three countries ? Justify your answer.
  - (c) Explain the role of market research in formulating strategies by the company for the foreign markets.
  - (d) How important is it for the company to study the cultural factors of the markets it intends to enter ? Explain.