MASTER OF BUSINESS ADMINISTRATION (MBA)

Term-End Examination

December, 2024

MMPM–004 : INTERNATIONAL MARKETING

Time : 3 Hours *Maximum Marks : 100*

Weightage : 70%

***Note* :** (*i*) *Answer any **three** questions from Section A. Section B is compulsory.*

(*ii*) *All questions carry equal marks.*

Section—A

1. (a) Explain the differences among ethnocentric, polycentric, regiocentric and geocentric management orientations with the help of relevant examples.

(b) What are the various factors that drive the domestic firms to choose international markets ?

2. (a) A company that intends to enter international markets must assess political risk. What are the various components of political risk ? Explain with examples.

(b) What are 'Incoterms' ? Discuss various types of incoterms, citing suitable examples.

3. (a) "International marketers can use 'standardization' or 'adoption' approach in international advertising campaigns." Explain relative advantages of these approaches with examples.

(b) What are the benefits of International Planning ? Discuss the issues in framing international marketing plan.

4. Write short notes on any ***three*** of the following :

(a) Benefits of International Marketing

(b) Techniques of International Marketing Research

(c) Intermediaries in International distribution

(d) Global branding

(e) Transfer pricing

Section—B

5. You have been appointed marketing consultant by a leading multinational company manufacturing personal care products.

It wants to enter markets in the Middle-East region.

(a) Discuss various modes of entry that you will propose. Will these be same for different countries in the region ? Explain.

(b) Briefly describe various combinations of product and communication strategies that you will suggest to the company.

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