

MANAGEMENT PROGRAMME

(MP)

Term-End Examination

December, 2025

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.

Section—A

1. (a) Explain the following : 10
- (i) Export Marketing
 - (ii) International Marketing
 - (iii) Multinational Marketing
 - (iv) Global Marketing

- (b) What is EPRG framework and its applicability in International Marketing ? 10
2. (a) What are political risks in International Marketing ? In your opinion, is it country specific or firm specific or both ? Explain giving reasons. 10
- (b) How to manage political risks ? Explain the process involved. 10
3. (a) Briefly discuss the broad changes that have taken place in India's EXIM policy over a period of time. 10
- (b) How to get the status of an Expert House, Trading House, Star Trading House and Super Star Trading House as per old EXIM policy ? 10
4. Write notes on any *three* of the following : 20
- (a) Parties to letter of credit

- (b) Types of Bill of Lading
- (c) International Distribution Channels
- (d) Pricing decisions in International Marketing
- (e) International Product Policy Strategies

Section—B

5. (a) As an International Marketing Manager operating in both Developed Markets and Less-Developed Country Markets, explain what considerations are involved in the branding and packaging of food products when they are exported to : 20

- (i) some developed country market and
- (ii) some less developed country market.

Support your answer with suitable examples.

- (b) As an International Marketing Manager, give *two* examples of products that need to be adopted for foreign markets for exports from India. Explain the type of adaptation to be done. Also, suggest *two* products that should be standardized while exporting from India. Give reasons. 20

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