

**MANAGEMENT PROGRAMME**

**(MP)**

**Term-End Examination**

**June, 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.

(iii) All questions carry equal marks.

---

**Section-A**

1. (a) What are the reasons for entering into  
International markets.
- (b) Explain the theory of International  
Product Life Cycle Approach.

2. As an entrepreneur desirous of entering into export of processed food products, identify the organizations you would approach, which can guide you and facilitate your export efforts. Briefly explain the promotional support you are likely to get from these organizations.
3. (a) What is WTO ? What functions WTO is expected to perform ? Discuss.  
(b) What are INCO TERMS ? Explain some of the commonly used INCO TERMS.
4. Write short notes on any *three* of the following :
  - (a) Letter of credit and its types
  - (b) Highlights of Export-Import Policy of India
  - (c) Producta Adaptation factors and their impact on product design in International marketing

[ 3 ]

- (d) International marketing research procedure
- (e) Export Documents used

### **Section-B**

5. With the help of an example, explain how a marketing manager can use “Country Attractiveness and Competitive Strength” matrix to define the direction of growth for the organisation.
6. Using the Reactive *vs.* Proactive, Approach/Method, select a market for a company marketing shoes internationally.

x x x x x