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MS-064

MANAGEMENT PROGRAMME

(MP)

Term-End Examination

June, 2026

MS-064 : INTERNATIONAL MARKETING

Time : 3 Hours

Maximum Marks : 100

Weightage : 70%

Note : Attempt any **three** questions from Section A. Section B is compulsory. All questions carry equal marks.

Section—A

1. (a) Discuss theories of International Trade.
What is the significance of these theories ?
- (b) Explain International Marketing Tasks
in the form of Controllable and
Uncontrollable parts of International
Marketing.

2. (a) Enumerate the elements that make up culture. Why is it important to understand different aspects of cultures before marketing by International marketing manager ? Discuss with examples.
- (b) Explain any five INCO Terms and their significance for Exporters and Importers in International Trade.
3. (a) How is WTO different from GATT ? What functions is WTO expected to perform ?
- (b) What is Transfer pricing ? Discuss main methods of Transfer pricing.
4. Write short notes on any *three* of the following :
 - (a) Method of export pricing.
 - (b) What are the Indirect Distribution channels in overseas markets ?
 - (c) Various types of communication strategies available in global markets.

- (d) Explain Product Adaptation V/s Product Standardization strategy.
- (e) Service Institutions set up in India to provide help for International Marketing.

Section—B

- 5. As an International Marketing Manager of Handloom products Firm, how you can guide the firm in entering International markets using different modes of entry and taking EPRC framework in perspective.
- 6. You are operating in India with products of Handicrafts. You have been given a task to enter Middleeast markets. What type of marketing plan will you prepare to enter Middleeast markets with Handloom products and how will be the promotion strategy ? Discuss.

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