Roll. No……………………….  1224070

MBA 4th Semester Examination
June. 2014

Subject- INTERNATIONAL MARKETING
Subject Code – MSL-626

Time Allowed: 03 hours.                             Maximum Marks: 100

Before answering the question paper the candidate should ensure that they have been supplied the correct question paper. Complaints in this regard, if any, shall not be entertained after the examination.

Note: All questions carry equal marks. Ques. No. 1 is Compulsory and attempt two questions from each section.

1. a) Give reasons for a firm to go international.
  b) Differentiate between tariff and non-tariff barriers with respect to international trade policies.
  c) Give the basic structure of a Price Quotation for an international sales effort.
  d) Discuss use of Air Transport in international dispatches of goods.
  e) Discuss Free Trade Area in brief.

SECTION-A

2. “Inviting MNCs to operate in India is essential for the socio-economic development of India”. Discuss your point of view.

3. Discuss in detail the differences and challenges thrown by international business environment compared to domestic business environment.

4. Explain various Market entry strategies available to an international marketer by taking suitable examples of Indian industry.

SECTION-B

5. What are the factors which must be considered before fixing the price of a product to be exported from India? Discuss the impact of these factors.

6. Explain about various types of International Distribution Channels, their Roles and Functions.

7. What type of Risks are faced by companies operating in international environment? What steps can be taken to handle such risks?