

Reg. No.

--	--	--	--	--	--	--	--	--	--

4 M 3

Fourth Semester M.B.A. Degree Examination, May/June 2017

BUSINESS ADMINISTRATION

International Marketing Management

Time : 3 Hours

Max. Marks : 70

SECTION – A  
(Compulsory)

Sri Dharmasthala Manjunatheshwara  
College of Business Management, Mangalore  
Post Graduate Centre for Management  
Studies and Research Library

**Note :** Answer to the question should **not** exceed **6** pages.

(1×15=15)

1. Business Environment has full of uncontrollable variables, how do they impact business organization. Explain this with hypothetical company of your choice.

SECTION – B

**Note :** Answer **any five** of the following questions. **Each** question carries **8** marks and answer to the question should **not** exceed **five** pages.

(5×8=40)

2. What is meant by export barrier ? Explain the types of barriers to control exports.
3. Explain importance of documentation in International Marketing.
4. Product planning and development is essential in the present business. Why ? Discuss.
5. Discuss the pricing policies for International Marketing.
6. Analyze the role of merchant exporters in distribution.
7. Describe the functions and duties of export promotion councils in India.
8. Explain the objectives and functions of the state trading Corporation of India.
9. What is meant by letter of credit ? Explain its role in export financing.

P.T.O.



SECTION – C  
(Compulsory)

**Note :** Answer to the question should **not** exceed **6** pages.

**(1×15=15)**

10. PATANJALI a new brand in Indian market would like go for expansion into a few of the European markets. It consults you for carrying out marketing research in European markets. Being an expert in International marketing research, you need to conduct a research and provide a report for the company.

**Task :** You are required to follow the research process and finalize report. Explain the steps involved in international marketing research process.