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MBAS 556



**Fourth Semester M.B.A. Degree Examination, Sept./Oct. 2022
(Regular and Repeater)
BUSINESS ADMINISTRATION
International Marketing Management**

Time : 3 Hours

Max. Marks : 70

Instruction : Answer *all* Sections.

**SECTION – A
(Compulsory)**

Note : Answer to the question should **not** exceed **six** pages : **(1×15=15)**

1. What is international marketing ? Explain the nature and scope of international marketing.

SECTION – B

Note : Answer **any five** of the following questions. **Each** question carries **8** marks.
Answer to the question should **not** exceed **five** pages : **(5×8=40)**

2. 'Operating in international markets is much more complex than marketing domestically'. Critically evaluate the statement with suitable examples.
3. Discuss various types of branding decisions for domestic and international markets.
4. Review the key variables that affect the marketer's choice of distribution channels.
5. Explain the various terms of payment used in foreign trade. As an exporter which one would you consider as the most secure ?
6. Describe the role of ECGC in facilitating international trade.
7. What are the factors that should be taken into consideration for setting a price in overseas market ?
8. How would you process an export order ? Explain.

P.T.O.



**SECTION – C
(Compulsory)**

Note : Answer to the question should **not** exceed **six** pages :

9. Case Study : **(1×15=15)**

Suggest a suitable “Foreign market entry strategy” for the following. Justify your answer.

- a) An Indian steel company planning to get into overseas market.
- b) A readymade garment small scale Indian manufacturer willing to enter USA market.
- c) An internationally reputed fast food chain – Quick Service Restaurant (QSR) willing to enter into Indian markets.