

Fourth Semester M.B.A. Degree Examination, September 2024
BUSINESS ADMINISTRATION
MBAS 556: International Marketing Management

Time: 3 Hours

Max. Marks: 70

SECTION- A
(Compulsory)

(1X15=15)

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

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1. Discuss the nature and scope of International Marketing. Explain the uncontrollable variables of International Marketing.

SECTION-B

(5X8=40)

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

2. What are the risks involved in the new product development for international markets?
3. Highlight the distribution channels in international market.
4. Elaborate export promotion measures and institutional arrangements to promote India's export.
5. Explain export pricing, terms of trade and methods of payment..
6. Describe the different kinds of insurance policies and financial guarantees that are issued by the Export Credit Guarantee Corporation.
7. How do you process an export order? Explain the various steps.
8. Discuss export product planning and policy.

SECTION - C
(Compulsory)

(1X15=15)

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

9. Case Study:

An Indian automobile company decided to enter international market. The company is ready to invest in marketing arrangements abroad, but not in production facilities. Suggest any two suitable modes of market entry, and explain their merits and limitations.
