

MBA (IB) III/11.14.1047

Reg. No.



## MBA (IB) DEGREE III SEMESTER EXAMINATION NOVEMBER 2014

## SMI 2303 INTERNATIONAL MARKETING

(2012 Admission onwards)

Time: 3 Hours

Maximum Marks: 50

PART A
(Answer ALL questions)

Write short notes on the following:

 $(5 \times 2 = 10)$ 

- 1. Domestic Vs Foreign Trade.
- 2. Transfer pricing.
- 3. Subsidiary.
- 4. Commodity Boards.
- 5. Incentive given to EPZ.

## PART B (Answer ANY FIVE questions)

 $(5 \times 4 = 20)$ 

- 6. "The principles of marketing are universal whether it is domestic or international" Discuss.
- 7. Explain reasons why firms form joint ventures in International Business.
- 8. Explain the procedure for executing an export order.
- 9. Write a note an India's current status of foreign trade.
- 10. What are the 'Branding' decisions encountered in export marketing?
- 11. Explain major product strategies followed by international marketing
- 12. Explain the different methods of foreign payment.

## PART C (Answer ANY TWO questions)

 $(2 \times 10 = 20)$ 

- 13. Explain the reasons for the increasing importance given by many Indian firms to international business since the economic liberalization.
- 14. Explain in detail how international marketing may enable a firm to alter the stage of the product life cycle.
- 15. Good health private limited Kochi wants to export coconut oil to Malaysia. List out the different models of entering into that country and suggest which is more appropriate. Also develop promotional plan and distribution strategy.