



MBA (IB) DEGREE III SEMESTER EXAMINATION NOVEMBER 2015

SMI 2303 INTERNATIONAL MARKETING
(Regular)

Time: 3 Hours

Maximum Marks: 50

PART A

(Answer *ALL* the questions)

(5 × 2 = 10)

Write short notes on the following:

1. TNC
2. Contract manufacturing.
3. Overseas imitation.
4. Franchising.
5. Letter of credit.

PART B

(Answer *ANY FIVE* questions)

(5 × 4 = 20)

6. Enumerate the reasons why organizations go international.
7. Elucidate the stages of internationalization.
8. Explain the merits and demerits of joint ventures.
9. What is counter trade? Explain.
10. Discuss the bases of international market segmentation.
11. Are middlemen necessary in international markets? Explain and justify.
12. Trace the emerging trends in international marketing.

PART C

(Answer **ANY TWO** questions)

$(2 \times 10 = 20)$

13. A rubber based products company based at Kottayam wants to identify a partner in Malaysia to market their products. How would you identify? What important factors to be considered? Suggest strategies for a collaboration with them.
14. Explain international product life cycle with example.
15. What are the promotional strategies that can be adopted by watch manufacturers internationally? Explain.