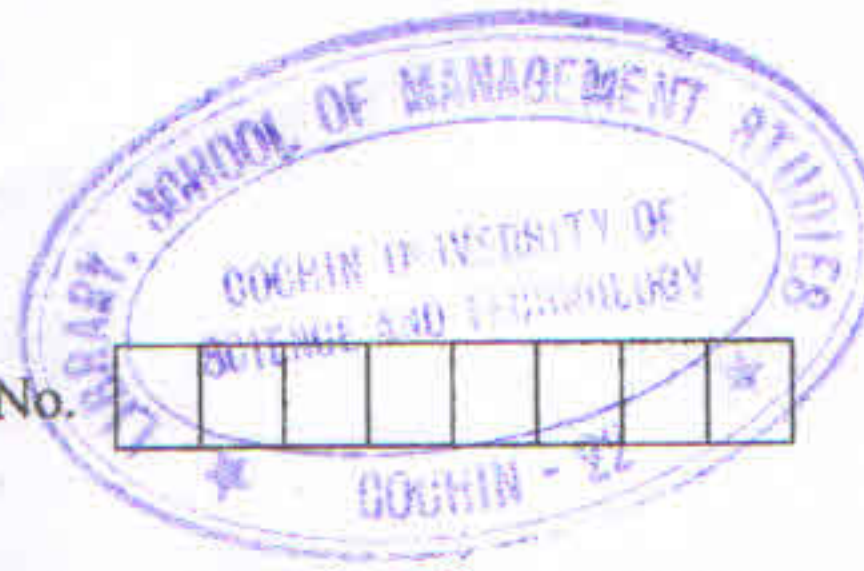


MBA(III)/11.16. 0700

Reg. No.



MBA (IB) DEGREE III SEMESTER EXAMINATION NOVEMBER 2016

SMI 2303 INTERNATIONAL MARKETING
(Regular 2014 Admission onwards)

Time: 3 Hours

Maximum Marks: 50

PART A
(Answer *ALL* questions)

(5 × 2 = 10)

1. Discuss briefly the various international marketing orientations.
2. What do you mean by counter trade? Briefly explain the concept.
3. Explain briefly the major features Niche marketing with suitable examples.
4. Write a short note on international marketing and product life cycle management.
5. Briefly discuss internationalization strategies of MNCs with reference to India.

PART B
(Answer *ANY FIVE* questions)

(5 × 4 = 20)

6. Explain the major reasons why business organizations go international.
7. Discuss the peculiarities of international marketing vis-à-vis domestic marketing.
8. Explain the various stages of internationalization.
9. Discuss the major market entry and operating strategies.
10. What do you mean by 'Third Country Location'? Explain with suitable examples.
11. Discuss the various pricing methods and strategies adopted in international business.
12. Distinguish between differentiated marketing and undifferentiated marketing.

PART C
(Answer *ANY TWO* questions)

(2 × 10 = 20)

13. Discuss the impact of environmental factors on international business with suitable examples.
14. Explain the promotion and distribution strategies of firms in their international business.
15. Discuss the common internationalization strategies of Indian firms with examples.
