



MBA.IB.III/11.975

**MBA (INTERNATIONAL BUSINESS) DEGREE III SEMESTER EXAMINATION
NOVEMBER 2011**

SMI 2305 INTERNATIONAL MARKETING RESEARCH

Time : 3 Hours

Maximum Marks : 50

(5 x 10 = 50)

- I. A. Discuss the importance and scope of International Marketing Research.
OR
B. "International Marketing Research is generally more complex than domestic market research". Do you agree? Why? Explain.
- II. A. Explain in detail the information requirements of International marketers.
OR
B. Discuss the various components of International MIS.
- III. A. Discuss the process of International Marketing Research.
OR
B. Explain the utility of exploratory and descriptive researches to International marketers.
- IV. A. What are the major sources of data for International marketing research?
OR
B. Describe the major aspects of the questionnaire for international surveys.
- V. Write short notes on any two of the following:
- (i) Sources of error in international market surveys.
 - (ii) Ethics in international marketing research.
 - (iii) Multivariate data analysis.
 - (iv) Sample size for international marketing research.
