



MBA(IB)II/11.244

**MBA (IB) & MIB DEGREE SUPPLEMENTARY II SEMESTER EXAMINATION
APRIL 2011**

SMI 2205 INTERNATIONAL MARKETING

Time : 3 Hours

Maximum Marks : 50

(All questions carry EQUAL marks)

- I. A. What are the different stages of Internationalisation? Explain with suitable examples.
OR
B. How does culture play a role in shaping decisions in International marketing? If you're planning to do business with a foreign country, how do you understand the culture and its impact on marketing? With the help of an example explain your answer.
- II. A. What are the various market entry strategies?
OR
B. Explain countertrade with suitable examples.
- III. A. Would you advise the use of standardized communication strategies or adaptation across individual markets? Using suitable examples explain your answer.
OR
B. What is transfer pricing? What is its importance in International marketing in the context of variable corporate tax rates?
- IV. A. How do you explain grey markets? Using an example explain how grey markets emerge.
OR
B. Using an example of your choice explain how cultural considerations influence choice of advertising strategy in international markets.
- V. A. Explain the components of the marketing plan. Using an example of your choice illustrate a marketing plan in international marketing settings.
OR
B. In the context of Internet enabled marketing and trade in digitised products, explain any three major challenges faced by a marketer in preventing counterfeiting.
