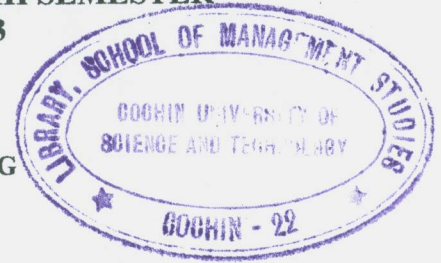


**MBA (INTERNATIONAL BUSINESS) DEGREE III SEMESTER  
EXAMINATION DECEMBER 2013**

**SMI 2303 INTERNATIONAL MARKETING**



Time: 3 Hours

Maximum Marks : 50

**PART A**  
(Answer *ALL* questions)

(5 x 2 = 10)

- I. Define the term dual adaptation strategy in the context of international marketing.
- II. What do you mean by strategic alliance?
- III. Explain the term green field investment.
- IV. Define transfer pricing.
- V. What do you mean by a switch trading company?

**PART B**  
(Answer *ANY FIVE* questions)

(5 x 4 = 20)

- VI. Distinguish between international and multinational marketing.
- VII. What do you mean by counter trade? What are the different forms of counter trades used globally?
- VIII. Discuss the important product strategies used in international marketing.
- IX. Explain the important documents used for exporting products from India.
- X. Define culture. What are its components?
- XI. Explain the different modes of international market entry.
- XII. Discuss the major legal issues in international marketing.

**PART C**  
(Answer *ANY TWO* questions)

(2 x 10 = 20)

- XIII. Discuss the important driving and restricting forces of international marketing.
- XIV. What are the important challenges of international marketing research?
- XV. Discuss the different forms of trade co-operations between nations. Give examples of each form of trade co-operation.