

**GUJARAT TECHNOLOGICAL UNIVERSITY****MAM - SEMESTER– IX EXAMINATION – SUMMER 2022****Subject Code: 4190542****Date: 03/06/2022****Subject Name: International Marketing****Time: 02:30 pm to 05:30 pm****Total Marks: 70****Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

**Q.1. (a)** Discuss various objectives of International Marketing along with challenges involved in International Marketing. **07**

**Q.1. (b)** ‘Analysis of Global Economic Environment is quite essential to International Marketing in today’s scenario. ‘Critically comment on the statement. **07**

**Q.2. (a)** Suggest suitable ‘ Foreign Market Entry Strategy’ for the following. Justify your answer- **07**

1. An Indian Steel Company planning to get into overseas –markets.
2. A ready –made garment small-scale Indian Manufacturer willing to enter US Market.

**Q.2 (b)** Elaborate various ‘Product Strategies’ for International Markets. **07**

**OR**

**Q.2 (b)** Discuss various factors affecting International Pricing. **07**

**Q.3 (a)** Do you think Indian Companies have adequately responded to changes in domestic and external marketing environments, and have carried out the necessary modifications in their international marketing strategies? Explain in detail. **07**

**Q.3 (b)** Discuss how advances in information technology have impacted the international marketing. **07**

**OR**

**Q.3 (a)** What are political and legal dimensions of International Marketing? **07**

**Q.3 (b)** Discuss the implication of RTAs for International Marketers. **07**

**OR**

**Q.4 (a)** Explain the role of Packaging in international marketing. What factors should be considered for package designing for exportable products? **07**

**Q.4 (b)** Explain the significance of Branding in International Marketing? **07**

**OR**

- Q.4 (a)** Describe the process of developing new products for international markets. **07**
- Q.4 (b)** Discuss the various components of logistics management in International Marketing? **07**
- Q.5 (a)** Discuss the procedure of exporting goods and documentation in International Marketing. Discuss the significance of export documentation. **07**
- Q.5 (b)** Discuss EPRG orientation in International Marketing. **07**

**OR**

- Q.5 (a)** Discuss in brief the tariff and non-tariff barriers of International Trade. **07**
- Q.5 (b)** Discuss the importance of marketing research in the context of International Marketing. **07**

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