

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA (AM) – SEMESTER – 9 EXAMINATION – WINTER – 2018

Subject Code: 4190542**Date: 26/11/2018****Subject Name: International Marketing****Time: 10:30 am To 1:30 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) State the various modes of entry to foreign markets. Briefly explain any four of them. **07**
- (b) Discuss the process of Internationalization. **07**
- Q.2** (a) Explain the principles of absolute and comparative advantage. **07**
- (b) Explain the significance of international marketing research in today's globalized market. **07**
- OR**
- (b) What barriers make controlling international operations more complex than controlling domestic market activities ? Explain. **07**
- Q.3** (a) Discuss various measures to minimize political risk. **07**
- (b) Explain the process of new product development. **07**
- OR**
- Q.3** (a) "Firms operating internationally come across a wide range of diverse cultural environment." Explain the significance of culture in international business decisions, with suitable examples. **07**
- (b) Examine how advances in information technology impacts business. **07**
- Q.4** (a) List out psychological and social dimensions that affect consumer behavior in International context. **07**
- (b) List out the documents required in International trade and explain any three of them. **07**
- OR**
- Q.4** (a) Describe the factors to be considered in pricing for international marketing. **07**
- (b) Describe the functions and importance of packaging. What are the special considerations in packaging and labelling in international marketing. **07**
- Q.5** (a) Evaluate the comparative effectiveness of various promotional tools used in international marketing communication. **07**
- (b) Differentiate between litigation and arbitration. **07**
- OR**
- Q.5** (a) Discuss various methods of data collection in International Marketing Research. **07**
- (b) Explain the concept of indirect exporting and its advantages. **07**
