

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY

MBA(INTEGRATED)- SEMESTER– IX EXAMINATION – WINTER 2020

Subject Code:4190542

Date:02/01/2021

Subject Name:International Marketing

Time:10:30 AM to 12:30 AM

Total Marks: 47

Instructions:

1. Attempt any THREE questions from Q1 to Q6.
2. Q7 is compulsory.
3. Make suitable assumptions wherever necessary.
4. Figures to the right indicate full marks.

- Q.1 (a)** Explain the various types of non-tariff barriers in international trade. **07**
(b) Define international marketing. Explain the process of internationalization. **07**
- Q.2 (a)** How legal and political factors influences international marketing? **07**
Q.2 (b) Write a short note on SAARC. **07**
- Q.3 (a)** Discuss various kinds of tariff barriers of international marketing. **07**
Q.3 (b) How cultures affect the international marketing? **07**
- Q.4(a)** Explain WTO & GATT and its purpose. **07**
Q.4b) Describe briefly the IPLC theory and its marketing implications. **07**
- Q.5 (a)** Explain the process of marketing research in detail. **07**
Q.5 (b) Briefly explain these market entry strategies: licensing, merger and acquisition. **07**
- Q.6 (a)** What are the difficulties in using and comparing secondary data from a number of countries? **07**
Q.6 (b) List out psychological and social dimensions that affect consumer behavior in international context. **07**
- Q.7 (a)** Write a short note on indirect channel merchants. **05**
- OR**
- Q.7 (a)** Compare and contrast product standardization and product adaptation. **05**
