

GUJARAT TECHNOLOGICAL UNIVERSITY**MBA Integrated - SEMESTER- VII EXAMINATION – WINTER 2022****Subject Code: 2577141****Date: 29/12/2022****Subject Name: International Marketing****Time: 10:30 am to 01:30 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) “While developing an international strategy, environment scanning plays an important role.” Justify the statement with proper examples. **07**
- (b) What is international marketing? Explain international marketing management process with proper examples. **07**
- Q.2** (a) Explain international product life cycle with suitable example. **07**
- (b) Explain new product development with respect to Electric Car. Consider the Tesla, Inc., company for example. **07**

OR

- (b) Recently Covid 19 pandemic hit world businesses very heavily, explain the various effects of it on the economic environment of Asian countries. **07**
- Q.3** (a) Explain various factors that affect international pricing decisions. **07**
- (b) What are the important criteria companies should consider while selecting overseas agents? **07**

OR

- Q.3** (a) Distribution plays an important role in international market – Justify the statement with proper examples. **07**
- (b) Trade fairs and exhibitions helps to create a favorable environment for the company – Do you agree or disagree with this statement. Justify your answer with proper examples. **07**
- Q.4** (a) Explain role of marketing research in identification of international opportunities. **07**
- (b) What is country-of-origin effect? Explain the Indian consumers’ mindset with respect to country-of-origin effect. Cite the suitable example for the same. **07**

OR

- Q.4** (a) Explain various issues and challenges while promoting in international market. **07**
- (b) Explain international promotional tools with proper examples. **07**
- Q.5** (a) Explain various entry strategies used by the companies to enter into international market with examples. **07**
- (b) What is standardization and adaptation? Also discuss difference between two with suitable examples. **07**

OR

- Q.5** (a) Explain various steps adopted by transnational firms and MNCs to standardize their offerings. **07**
- (b) Explain role of political and legal environment with consideration to international marketing? **07**
