



PG – 702

III Semester M.I.B. Degree Examination, December 2016

(Repeaters)

INTERNATIONAL BUSINESS

Paper – 3.4 : International Marketing

Time : 3 Hours

Max. Marks : 80

Instruction : Answer *all* the Sections.

SECTION – A

(10×2=20)

1. Answer **any ten** of the following questions in about **3 – 4** lines **each**. **Each** question carries **two** marks.

- a) What do you mean by Transfer Pricing ?
- b) Define Universalism.
- c) What is Cutting-edge-products ?
- d) Expand the word FEDAI.
- e) What is strategy ?
- f) State the importance of overseas market research to MNC's.
- g) What do you mean by counter-trade ?
- h) State the reasons for promotional strategy for export markets.
- i) What is black investment strategy ?
- j) Who are Third Country Nationals ?
- k) What are the problems while forecasting exchange rates ?
- l) What is production switching ?

SECTION – B

(3×5=15)

Answer **any three** of the following in about a page. **Each** question carries **five** marks.

2. "International marketing research is full of complexities". Comment.
3. Discuss the importance of negotiation in international marketing.

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4. Briefly explain the forms of non-tariff barrier in multinational marketing.
5. Discuss various pricing methods and practices in emerging economies.
6. What are the assumptions, merits and demerits of Michael-E-Porter's competitive advantage theory ?

SECTION – C

(2×15=30)

Answer **any two** questions in about **3** pages. **Each** question carries **15** marks.

7. Discuss the social, ethical and environmental issues concerning in design the marketing mix in International marketing.
8. Describe the Indian companies have adequately responded to changes in domestic and external environments and modifications in their international marketing strategies.
9. What are the important issues pertaining to branding in International Marketing ? Discuss the problems and prospects of using Indian brands in Foreign Markets.
10. Write a detail note on the usefulness and selection of a trade fair as promotional tool in International Marketing.

SECTION – D

Compulsory :

(1×15=15)

Case Study :

11. The concept of product patents for pharmaceutical products are likely to make the life saving medicines beyond the reach of the poor and deprived section of the society around the world. A number of African countries have been the worst hit by the specter of AIDS. CIPLA, An Indian pharmaceutical company, has offered to market Anti-AIDS medicine at one-tenth the cost of which it is sold by global pharmaceutical firms. However, due to the product patent laws, substantial controversy has been generated around the globe on ethical grounds.

questions :

- 1) In your opinion, is it correct to deprive the needy population of the latest scientific inventions crucial for saving human life.
- 2) Prepare and discuss a international marketing strategic plan to deal with the issue.