

Seat No: _____

Enrollment No: _____

PARUL UNIVERSITY
FACULTY OF MANAGEMENT
MBA Winter 2018 - 19 Examination

Semester: 03

Date: 02/11/2018

Subject Code: 06203203

Time: 2:00 pm to 4:30 pm

Subject Name: International Marketing

Total Marks: 60

Instructions

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Make suitable assumptions wherever necessary.
4. Start new question on new page.

Q1 A. Multiple Choice types questions (ALL) (05)

1. WTO stands for
 - a. World Technology Organization
 - b. World Time Organization
 - c. World Trade Organization
 - d. World Training Organization
2. Which is not a Mode of Entry to International Business?
 - a. Licensing
 - b. Turnkey Contracts
 - c. Franchising
 - d. Billing
3. Kind of joint venture in which company signs agreement with foreign producers to provide services or manufacture goods is classified as
 - a. Investment Ownership
 - b. Contract Manufacturing
 - c. Joint Ownership
 - d. Management contracting
4. Way of entering foreign markets by setting up foreign manufacturing facilities is classified as
 - a. Direct investment
 - b. Indirect investment
 - c. Union ownership
 - d. Export union
5. International marketing strategy according to which company uses separate marketing mix for each international target market is classified as
 - a. straight product marketing
 - b. product adaptation marketing
 - c. standardized global marketing
 - d. adapted global marketing

Q1. B Define the Following (All) (05)

1. Franchising
2. Marketing Information System
3. Political Environment
4. International Marketing
5. Licensing

Q1. C Direct Question (All)

(05)

1. Explain the importance of International Marketing
2. Explain what is Marketing Information System (MIS)
3. Explain importance of Marketing Research in International Marketing
4. Explain Turnkey Contract.
5. Explain Franchising as a mode of entry into foreign markets.

Q2. Answer the Following Questions

- A. Explain in detail the factors affecting the choice of marketing Distribution Channels. **(07)**
- B. Explain the important international pricing objectives and the factors which influence international pricing. **(08)**

Q3. Answer the Following Questions

- A. As an International Marketer examine the influence of marketing environment on international promotional strategies and the important problems in international promotion. **(07)**
- B. Doing International Business poses challenges to managers so far as social actions are concerned". Elaborate this statement. **(08)**

Q4. Attempt any Two Questions (Any Two) (Each of 7.5 marks)

(15)

1. As an export manager, you have received an export order for export of rice to Oman. Write down the steps you will take for executing the Export Order.
2. Documentation is a crucial activity of an export transaction." Comment your views on the statement and critically examine the statement and discuss the consequences of incomplete documentation.
3. An Indian company manufacturing synthetic fabric is presently operating in the domestic market only. The company now wants to enter foreign markets. What could be the possible benefits for the company? What are the different modes of entry available to the company without any investments in the foreign markets? How can the company go about segmenting the international market?
4. Information technology has been revolutionizing marketing operations." In the light of this statement, discuss how use of internet and e-commerce has impacted the international business of a firm.