

**PARUL UNIVERSITY**  
**FACULTY OF MANAGEMENT**  
**MBA., Winter 2017 - 18 Examination**

**Semester: 3**

**Subject Code: 06203203**

**Subject Name: International Marketing**

**Date: 04/01/2018**

**Time: 02:00PM to 04:30PM**

**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.

## 1 Do as Directed.

**A).Multiple choice type questions/Fill in the blanks. (Each of 1 mark)**

**(05)**

- \_\_\_\_\_ segment has buyers divided on the basis of lifestyle, personality or values.
  - Behavioural
  - Geographic
  - Demographic
  - Psychographic
- Which of the following is the first step in International Market Research Process?
  - Data Collection
  - Developing Research Plan
  - Research Problem Identification
  - All of these
- Which of the following is not a characteristic of a multinational company?
  - Multiple Products
  - Multiple Countries
  - Different marketing strategy for each market
  - Common Marketing mix for all markets
- Which of the following is not a feature of culture?
  - Culture is prescriptive
  - Culture is subjective
  - Culture is socially shared
  - Culture is not learned
- \_\_\_\_\_ method of pricing considers the internal cost of manufacturing and a standard margin on it.
  - Cost plus
  - Going rate
  - Market skimming
  - Target return

**B).Define the following. (Each of 1 mark)**

**(05)**

1. Licensing
2. Market skimming
3. Global marketing
4. Direct selling
5. Price discrimination

**C).Direct questions. (Each of 1 mark)**

**(05)**

1. Mention any two factors in international culture.
2. Name any two international promotion strategies.
3. What is a private label in international branding?
4. What is brand consolidation strategy?
5. What is transfer pricing?

**Q.2 Answer the following questions.**

A). Illustrate the marketing strategies in international product life cycle taking a product or service of your choice.

**(07)**

**B).**Considering an international brand how would you design branding levels and alternatives?

**(08)**

**Q.3 Answer the following questions.**

A). Illustrate international market research process for launching a product or service of your choice.

**(07)**

**B).Evaluate assembly operations and strategic alliances as a market entry strategy.**

(08)

**Q.4 Attempt any two questions. (Each of 7.5 mark)**

(15)

1. Briefly discuss international pricing strategies to be adopted in international markets.
2. How would you evaluate the characteristics of multinational companies?
3. Illustrate major differences between personal selling and advertising in global marketing.
4. Elaborate on grey market mechanisms in international markets.