Seat No:__ Enrollment No:__

PARUL UNIVERSITY

	MANAGEMENT	
Semester: 3 Subject Code: 06203203 Subject Name: International Marketing	17 - 18 Examination	Date: 08/06/2018 Time: 2.00 pm to 4.30 pm 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.		
Q.1 Do as Directed.	(T. 1. 64. 1.)	(0.5)
A). Multiple choice type questions/Fill in the blanks		(05)
1. A strong orientation towards home country is an		
a) Ethnocentrism	c) Geocentrism	
b) Polycentrism	d) All	
2. International marketing is more concerned with		narket.
a)micro	c) a and b	
b)macro	d) none	
3. Structural requirement of MNC includes		
a)behavior	c) number	
b) size	d) b and c	
4. Freight rates- density effect determines	_	ortation mode.
a)true	c)random	
b)absolute	d)volatile	
5. Dumping is a form ofdiscrimination.		
a)product	c)price	
b)place	d)promotion	
B). Define the following. (Each of 1 mark)		(05)
1.Expropriation		
2.Copy right		
3.Patent		
4. Counter trade		
5.FTZ		
C).Direct questions. (Each of 1 mark)		(05)
1. What is dependency theory?		
2. What is Channel length?		
3. What is tramp vessel?		
4. Describe multinational in terms of performance.		
5. What is trade mark?		
Q.2 Answer the following questions.		(07)

A).Discuss different types of distribution channels in international marketing.

(07)

B). Explain major factors of international pricing.

(08)

Q.3 Answer the following questions.

- (07)
- **B).**Describe standardization and product adaptation of products for international market.
- (08)

(15)

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

A). Explain the cultural factors affecting international marketing.

- 1. You are working with a company WOLA exporting electronics goods and you are to explain the shipping documents required for it.
- 2. A car manufacturing company would like to expand its business in European countries. As a consultant briefly explain various international market entry strategies that might be suggested to him.

- 3. ASIMA- a multinational company is dealing in ZYRA blenders facing challenges in South Asian market. You are to suggest the strategies to promote the said product taking suitable assumptions.
- 4. As an arm manufacturer in USA, discuss political and legal factors need to be considered to set up a manufacturing unit of TOPO guns in India.