

MAY 2012

**P/ID 37516/PBAS**

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Time : Three hours

Maximum : 80 marks

PART A — (5 × 5 = 25 marks)

Answer any FIVE questions.

All questions carry equal marks.

1. Distinguish between international marketing and domestic marketing.
2. Explain trade barriers.
3. Explain market selection decision.
4. Define marketing information system.
5. Explain the role of GATT in international trade.
6. Explain the role of international trade liberalization in international marketing.
7. How does a crisis in United States has impact on jobs and profits in India?
8. Explain the functions of Indian council arbitration.

PART B — (4 × 10 = 40 marks)

Answer any FOUR questions.

All questions carry equal marks.

9. What is meant by export pricing policy? What are the factors affecting pricing decisions?
10. Discuss about the factors influencing international marketing.
11. Discuss the international marketing research process.
12. What is the importance of international marketing of pricing in international marketing mix? What are the determinants in pricing a product?
13. What are the challenges faced by a marketing manager in a multinational company?
14. List out the various trade blocks in international marketing. How do you overcome the trade barriers.

PART C — (15 marks)

Compulsory

15. A multinational company, manufacturing sports shoes and entering the Indian market for the first international marketing, has appointed you as its marketing manager. Prepare a marketing plan, keeping in mind the influence of internal and external factors.