

MAY 2013

**P/ID 77516/PMBS/
PMB1S**

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

All questions carry equal marks.

1. Write short notes on the importance of ecological environment in international marketing.
2. Distinguish local brand and global brand with examples.
3. Write short notes on international marketing promotion tools.
4. What are the differences between adaptation and standardisation of international advertising?
5. What are the characteristics of culture?
6. What are the major challenges to international marketing research?
7. Write short notes on EPRG framework.
8. What do you mean by exchange control? Describe the objectives of exchange control.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

All questions carry equal marks.

9. Discuss various barriers to international marketing of services.
10. Explain the key issues in international marketing communication.
11. Briefly explain the reasons for business firms going international.
12. Explain the concept of FTZs and identify the constraints in their effective operation.
13. Why do you think a company should or should not market the same product in the same way around the world? Discuss with the help of suitable examples.
14. Distinguish between various types of regional Economic grouping with suitable examples.
15. Suggest a frame work for preparing a marketing plan for export of processed food (Indian Cuisine) to the U.K. and the U.S.A.
16. Explain the concept of international product life cycle with appropriate examples.

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PART C — (1 × 20 = 20 marks)

(Compulsory)

17. You have been engaged by an entrepreneur who is willing to export readymade ladies casual wear from India. Prepare a checklist you would require to assess its export potential. Suggest the sources from where this information can be sought.
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