

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA – SEMESTER (3) – EXAMINATION – SUMMER 2017

Subject Code: 2830501**Date: 10/05/2017****Subject Name: International Marketing****Time: 02.30 PM TO 05.30 PM****Total Marks: 70****Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

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|------------|---|-----------|
| Q.1 | | 6 |
| (a) | A Strong orientation towards home country is an indication of | 1 |
| 1. | A. Ethnocentricity B. Polycentricity | |
| | C. Geocentricity D. Globalization | |
| 2. | Hofstede's national cultures do not include this dimension | 1 |
| | A. Power Distance B. Uncertainty Avoidance | |
| | C. Temporal Orientation D. Individualism Collectivism | |
| 3. | "One Money One Market" is the description of this type of economic cooperation | 1 |
| | A. Free Trade Area B. Common Market | |
| | C. Economic Union D. Political Union | |
| 4. | This is NOT a Non Tariff barrier | 1 |
| | A. Documentation B. Quota | |
| | C. Countervailing Duty D. License | |
| 5. | According to International Product Life Cycle theory, a Country that developed an Innovation will eventually become | 1 |
| | A. A net Importer B. A Net Exporter | |
| | C. An Absolute Importer D. A Relative Producer | |
| 6. | A study of consumer behavior should emphasize this particular perspective | 1 |
| | A. Cultural B. Psychological | |
| | C. Social D. All of the above | |
| Q.1 | (b) Explain Free Trade Zones & Special Economic Zones | 04 |
| Q.1 | (c) Define the Terms | 04 |
| | 1. Self Reference Criterion | |
| | 2. Free Trade Agreement | |
| | 3. Geo Centric Strategy | |
| | 4. NAFTA | |

- Q.2 (a)** Explain all the phases of International Product Life Cycle in the context of international markets in detail, with diagram **07**
- (b)** What are the characteristics of Culture? Explain how the culture of different countries affect the international marketing strategies of a company **07**

OR

- (b)** "Advertising worldwide is a real challenge" Do you agree or disagree? Support your answer with factors such as different language, cultural, social **07**

and economic diversity in different countries?

- Q.3** (a) Explain in brief the various tariff and non- tariff barriers faced by business house in International markets. **07**
(b) Explain the major factors to be considered while taking Packaging decision in International Marketing. **07**

OR

- Q.3** (a) Write in detail different International Pricing Methods (Strategies) in detail. **07**
(b) Describe the role of internet and electronic media, for marketing the product across various countries. **07**

- Q.4** (a) List out the various types of International Market Entry strategies and explain in brief. **07**
(b) What are the various means of settlement of disputes in international marketing **07**

OR

- Q.4** (a) What is the difference between Multi Domestic Strategy and Transnational Strategy in International Markets **07**
(b) The environmental factors prevailing in foreign market make the task of international marketers very complex and difficult. Comment with examples on the external / uncontrollable factors of international marketing. **07**

- Q.5** (a) Elaborate the merits and demerits of standardization and customization of products for international markets. **07**
(b) Explain how Foreign Exchange (Currency Rate) Fluctuations affect International Trade with reference to effect of Chinese Currency 'Yuan' on India. **07**

OR

- Q.5** (a) What is the meaning of Dumping ? Explain in brief types of dumping **07**
(b) Select a product of your choice for any one Middle East Country. Explain strategies for promotion for selected international markets? **07**
