

**GUJARAT TECHNOLOGICAL UNIVERSITY****MBA Semester –III Examination Dec. - 2011****Subject code: 2830501****Date: 13/12/2011****Subject Name: International Marketing****Time: 10.30 am – 01.30 pm****Total Marks: 70****Instructions:**

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

- Q.1** (a) What are the benefits of International Marketing? **07**  
(b) Cultural Factors are by far the most important and elusive of the International Marketing Environment. Elaborate the various forms in which they are characterized. **07**

- Q.2** (a) Market Segmentation, New Product Development and Market Positioning are the key aspects of any successful Product Strategy. Elaborate. **07**  
(b) What is the importance of Marketing Mix and Market Entry Strategy as applicable to a Service Firm? **07**

**OR**

- (b) How do you classify Multinational Corporation based on their characteristics? **07**

- Q.3** (a) Elaborate the merits and demerits of standardization and customization of products for international markets? **07**  
(b) Publicity can be an effective component of a Promotional Strategy but an ill managed publicity campaign can jeopardize your promotion strategy? Do you agree? **07**

**OR**

- Q.3** (a) What is the importance of packaging in a product strategy? **07**  
(b) What factors govern the selection of the appropriate Distribution Channel for conducting International Trade? **07**

- Q.4** (a) Measurement is the most important aspect in the design of a market research exercise. Elaborate the characteristics which should be taken into account when you devise the appropriate measure for conducting market research. **07**  
(b) Which are characteristics of a good brand name? **07**

**OR**

- Q.4** (a) Describe the various Social Aspects and their impact on decision making behaviour of Consumers. **07**  
(b) Elaborate the factors that affect the pricing decisions in an International Context. **07**

- Q.5** (a) What are the various measures that can be taken by a company/ Government to minimize political risks associated with conducting International Trade? **07**  
(b) Explain the concept of Absolute and Relative Advantage as applicable to International Trade. **07**

**OR**

- Q.5** (a) International Marketing Information System is a key requisite for successful International Marketing operations. Elaborate. **07**  
(b) Explain the various Non Tariff Barriers usually prevalent in International Trade. **07**

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