

GUJARAT TECHNOLOGICAL UNIVERSITY**MBA Semester –IV Examination Dec. - 2011****Subject code: 840101****Date: 14/12/2011****Subject Name: International Marketing (IM)****Time: 02.30 pm – 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.

- Q.1** (a) List and explain some of the definitions of a MNC. List some of the benefits of International Marketing with relevant examples **07**
- (b) Critically evaluate the validity of International Trade Theories in the International Marketing Environment of today. **07**

- Q.2** (a) What are the major political risks that exist in International Marketing? What measures should be taken to minimize those risks? **07**
- (b) Discuss the legal issues related Counterfeiting and Gray Market in International Marketing **07**

OR

- (b) Distinguish between High Context and Low Context Cultures. What are the implications of this concept for International Marketing **07**

- Q.3** (a) List and explain some marketing implications of Consumer Perception in International Marketing **07**
- (b) Critically evaluate Contractual Entry Modes of Licensing/ Franchising as a market entry strategy in International Marketing with relevant examples **07**

OR

- Q.3** (a) Explain the concepts of Conceptual, Instrument and Linguistic Equivalence in International Marketing Research **07**
- (b) Discuss some of the Investment Entry Modes available to International Marketers as a market entry strategy. **07**

- Q.4** (a) Explain the stages and characteristics of the theory of International Product Life Cycle with their marketing implications. **07**
- (b) Discuss the five strategies related to product-promotion extension and adaptation in International Marketing with relevant examples **07**

OR

- Q.4** (a) Explain some of the major types of indirect channel intermediaries in International Marketing **07**
- (b) What is Transfer Pricing? Explain the various types of Transfer Pricing. How Transfer Pricing can be used for Revenue Maximisation in International Marketing? **07**

- Q.5** (a) List and explain some International Financial Institutions as sources of finance in International Marketing **07**
- (b) Briefly explain some major exchange rate systems prevalent in International Marketing **07**

OR

- Q.5** (a) Discuss the objectives and functions of International Monetary Fund **07**
- (b) Explain the concept of Hedging as it exists in the Foreign Exchange Market **07**
