

GUJARAT TECHNOLOGICAL UNIVERSITY**M.B.A.- SEMESTER – III • EXAMINATION – WINTER 2012****Subject code: 2830501****Date: 11-01-2013****Subject Name: International Marketing****Time: 10:30 pm – 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) Briefly explain the various market entry strategies. **07**
(b) Give a brief account of the various tariff and non- tariff barriers encountered by a marketer in International trade. **07**

- Q.2** (a) Debate the issue of global versus adapted products for the international marketer. **07**
(b) Distinguish among a) ethnocentricity, b) polycentricity, and c) geocentricity. **07**

OR

- (b) What is the SRC (self-reference criterion)? Give examples of how the self-reference criterion might be manifested. **07**
- Q.3** (a) “There are political risks associated with Global business.” What are they? How can they be minimized? **07**
(b) “The legal environment of the foreign marketer takes on an added dimension of importance since there is no single uniform international commercial law which governs foreign business transactions.” Comment. **07**

OR

- Q.3** (a) What are some problems created by language and the ability to comprehend the questions in collecting primary data? How can a foreign firm market researcher overcome these difficulties? **07**
(b) In comparison to Americans, Asians and Africans are more group oriented, more family oriented and more social status concerned. How will this affect the way in which you would market your product? **07**
- Q.4** (a) Describe briefly the International Product Life cycle (IPLC) Theory and its marketing implications. **07**
(b) Should expatriate personnel be used? What are some of the difficulties that they may encounter overseas? What can be done to minimize these problems? **07**

OR

- Q.4** (a) Distinguish between direct and indirect selling channels. What are the advantages and disadvantages of these channels? **07**
(b) Explain each of the following export documents: **07**
a.) Bill of Lading
b.) Consular invoice
c.) Insurance certificate
- Q.5** (a) Changing currency values have an impact on export strategies. Discuss. **07**
(b) What is counter trade? Briefly explain the various types of counter trade. **07**

OR

- Q.5** (a) Select a product/brand of your choice. With the help of the same explain whether you will use standardized advertisements or otherwise (adapted) for your selection in international markets? Justify your point of view. **07**
(b) Discuss the various benefits and challenges of International marketing? **07**
