

M.B.A. DEGREE EXAMINATION –
DECEMBER 2019.

Second Year

Marketing Management

INTERNATIONAL MARKETING

Time : 3 hours

Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any THREE questions.

1. What is meant by international marketing?
Explain its nature and scope.
2. Explain the domestic factors that affect international marketing environment.
3. Explain the different types of documents used in EXIM business.
4. Illustrate price skimming with suitable examples.
5. Write a short notes on the planning of international distribution.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

6. What are the merits and demerits of international marketing?
7. Discuss the salient features of foreign trade in India.
8. Explain the export procedure in detail.
9. Explain any two methods of international pricing.
10. Discuss the problems in international advertising. Give suitable examples.
11. Explain the different ways of entering international market.
12. Explain the international market selection process in detail.
