

Roll No. ....

56057

**M.B.A. 2 Yr. 3rd Sem. (N.S.)  
Batch 2011-2013**

**Examination- December, 2016  
International Marketing**

**Paper-MBA-318**

**Time : 3 hours**

**Max. Marks : 80**

Before answering the questions, candidates should ensure that they have been supplied the correct and complete question paper. No complaint in this regard will be entertained after the examination.

**Note : Attempt compulsory question No.1 from**

**Section-A and four questions from**

**Section-B (one question from each unit).**

**All questions carry equal marks.**

**Section-A**

**1. Briefly explain the following :**

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[ Turn Over

7. Explain the benefits and elements of supply chain. How does it help in international marketing ?

**Unit-IV**

8. Discuss the functions of international sales management. Which are the major problem faced in it ?

9. Write notes on :

(a) Sources of risk in international marketing

(b) Global & media strategy.

56057-1100-(P-4)(Q-9)(16) (4)

- (a) Nature of international marketing.
- (b) Functions of WTO.
- (c) International banking decisions.
- (d) Differential pricing
- (e) Direct marketing—meaning and benefits.
- (f) Features of international supply chain.
- (g) Difference between pull and push strategies
- (h) Barriers to international promotion.

**Unit-II**

3. Highlight the steps involved in preparing an international marketing plan. How does it help in foreign market selection ?
4. Discuss in detail the objectives and components of international marketing information system.
5. What are the major differences between using letter of credit and bills of exchange (drafts) as a procedure for financing international marketing transactions ? Is there one best type of letter of credit ?

**Section-B**

**Unit-I**

2. What are the challenges in international marketing ? How can these challenges be converted into opportunities ?

**Unit-III**

6. Which factors affect the channel selection decisions ? What are the causes of channel conflicts ? How can these conflicts be resolved ?