

Roll No.
Printed Pages : 2

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MMS / M-18
INTERNATIONAL MARKETING
Paper-MM-401

Time allowed : 3 hours] [Maximum marks : 70

Note : Attempt eight questions from Part-A carrying 5 marks each. Attempt any three questions from Part-B carrying 10 marks each.

Part-A

1. Differentiate between franchising and management contracts.
2. Differentiate between ethnocentricity and polycentricity.
3. How economic variables help in selection of the foreign marketers ?
4. What is differentiated target market strategy ? Explain with examples.
5. What packaging decisions are taken by companies in international context ?
6. Differentiate between cost-based and arm's length transfer pricing.
7. Differentiate between EMC and piggyback arrangements.
8. Differentiate between FOB and CIF.

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9. Discuss the factors affecting international media strategy.
10. What problems are faced by Indian brands in foreign markets ?

Part-B

11. Discuss the various steps involved in the marketing selection process of international marketing.
12. What is international market segmentation ? Discuss the macro variables to segment the markets.
13. At global level non-tariff barriers are increasing than tariff barriers. In the light of this explain the types of non-tariff barriers.
14. What types of intermediaries are available in distribution channel ? Explain the intermediaries both for manufacturer as well as buyer.
15. How domestic pricing is different from international pricing ? Discuss the various pricing strategies adopted in international markets.

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