

Roll No.....

13066

Printed Pages : 3

MMS / M-13
INTERNATIONAL MARKETING
Paper-MM- 401

Time allowed : 3 hours

[Maximum marks : 70]

Note : Attempt five questions. Question no. 1 is compulsory. Attempt any four questions from remaining seven questions. All questions carry equal marks.

1. Write short notes on :
 - (a) Franchising v/s Licensing
 - (b) Piggyback Exporting
 - (c) Arm's Length Pricing in International Markets
 - (d) TRIMs
 - (e) International Product Life Cycle
 - (f) Dumping
 - (g) Confiscation as a risk in global marketing.
2. How do you see the modern day Corporate Mantra "Think Global Act Local" ? What are the impediments in acting local ? Also come out with examples where global firms have localised themselves to the Indian requirements.

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3. Is the Indian business environment for global retailers like TESCO and Wall Mart turbulent ? Which of the environments viz. political, economic, social and technological pose a greater challenge for these ? Discuss using suitable illustrations.
4. Assume yourself as an Indian small car manufacturer eyeing global markets. Which Markets would you select for your venture and why ? What bases of segmentation would you further adopt to segment the same ?
5. Why same products across some countries are successful while failure in others ? Does it make the case stronger for product adaptation ? Also come out with few of the examples pertaining to successful standardised and adapted products across globe.
6. Assume yourself a global marketer of cosmetic products. You are to devise a promotional campaign for Indian market, European market and Arabian market. How would you mould your campaign across the three territories ? Why such an alteration would be desired ? Discuss in detail.

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7. The organisations may often have to sacrifice their liking and resources while planning out international distribution channels. Why ? Suggest an international distribution channel for any Indian handicraft manufacturer willing to sell its product in American market.
8. Currency fluctuations and escalations on account of different reasons make international price determination a tough proposition. Comment. What needs to be kept in mind before fixing international prices ? How would you tackle the problem associated with grey markets ?