Seat No.: _____ Enrolment No._____

GUJARAT TECHNOLOGICAL UNIVERSITY

MBA (AM) – SEMESTER – 08 • EXAMINATION – SUMMER 2017

Subject Code: 4190542 **Date: 02/06/2017**

Subject Name: International Marketing

Time: 02.30 pm to 05.30 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)**	Define International Marketing. Explain the process of internationalization.	**07**
	(b)	Discuss the principle of absolute advantage and principle of relative advantage.	**07**
Q.2	**(a)**	Why is it difficult for an MNC to deal with bribery?	**07**
	(b)	Explain how culture affects the ways people use eating utensils across the world. (e.g., fork, spoon, knife, chopsticks)	**07**
		OR	
	(b)	As an owner of a software product, what form of legal protection will you try to obtain: patent, copyright, or trademark?	**07**
Q.3	**(a)**	Explain these types of letter of credit: revocable, irrevocable, confirmed, unconfirmed, back-to-back, and transferable.	**07**
	(b)	Offer the arguments for each of the three schools of thought: standardization, individualization, and compromise	**07**
		OR	
Q.3	**(a)**	What is the basic difference between Shipping and Collection Documents? List out Shipping Documents	**07**
	(b)	Explain product standardization and adaptation. State the arguments in favour of both concepts.	**07**
Q.4	**(a)**	Justify that packaging is very important function for any product in international market. Discuss mandatory and optional factors that may force a company to modify its package for overseas market	**07**
	(b)	Supposedly U.S. dollar is considered a global currency. All other currencies are demolished. Do you think this will be a practical decision? Justify your answer	**07**
		OR	
Q.4	**(a)**	Because personality is related to an individual person, is it possible for citizens of a country to have unique personality traits? Does a nation have its own national character?	**07**

	(b)	After learning of no import barriers to its product, a U.S. processed-food manufacturer conducted a marketing research in Japan to determine the degree of interest in cake mixes. The results were encouraging: the Japanese enjoy eating cakes. Concluding that there was no reason why Japanese consumers would not want to buy ready-made cake mixes, the company proceeded to get Japanese supermarkets to carry its product. The sales were extremely disappointing. Did the Japanese interviewed mislead the manufacturer? Or did the manufacturer fail to ask enough or the right questions?	**07**
Q.5	**(a)**	What are measures that can be undertaken to minimize political risk?	**07**
	(b)	Define consumer buying behavior. What are the factors affecting consumer buying behavior.	**07**

OR

Q.5	**(a)**	Outline the procedure for conducting international marketing research, giving suitable examples.	**07**
	(b)	Write a short note on International Product Life Cycle (IPLC) and its implications	**07**

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