

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA (AM) – SEMESTER –9 - EXAMINATION – WINTER - 2016

Subject Code: 4190542**Date: 25/11/2016****Subject Name: International Marketing****Time: 10:30 am to 1:30 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)** Being an entrepreneur of a Multi-National Company, discuss various challenges and opportunities of Internationalization. **07**
- (b)** Give a brief account of various tariff and non-tariff barriers encountered by a marketer in International Trade. **07**
- Q.2 (a)** Explain WTO & GATT and its purpose. **07**
- (b)** What is the theory of factor endowment? **07**
- OR**
- (b)** Explain Leontief Paradox. **07**
- Q.3 (a)** Distinguish between parliamentary and absolutist government. **07**
- (b)** What is extraterritorial application of law? **07**
- OR**
- Q.3 (a)** What are the potential sources of political instability? **07**
- (b)** Distinguish among patent, trademark, copyright and infringement. **07**
- Q.4 (a)** Explain how culture affects the ways people use eating utensils. (eg: crockery, fork, spoon, knife, chopsticks) **07**
- (b)** What are the difficulties in using and comparing secondary data from a number of countries? **07**
- OR**
- Q.4 (a)** Are the same buying motives effective worldwide? **07**
- (b)** Briefly explain these market entry strategies: exporting, licensing, turnkey operations and acquisition. **07**
- Q.5 (a)** Describe briefly the IPLC theory and its marketing implications, **07**
- (b)** What are the characteristics of a good international Brand Name? **07**
- OR**
- Q.5 (a)** What factors make it feasible for marketers to offer standardized product like Apple Phones? **07**
- (b)** Explain indirect channel merchants: export merchant, export drop shipper and export distributor. **07**
