Seat No.:	Enrolment No.

## GUJARAT TECHNOLOGICAL UNIVERSITY MBA - SEMESTER (3) - EXAMINATION - SUMMER 2017

•		Code: 2830501		Date: 10/05/2	2017
•	e: 02	Name: International I .30 PM TO 05.30 PM s:		keting Total Mark	s: 70
	2.	Attempt all questions. Make suitable assumptions Figures to the right indica		<del>-</del>	
Q.1 (a)					6
	A St	rong orientation towards l	home	country is an indication of	1
1.	A.	Ethnocentricity	B.	Polycentricity	
	C.	Geocentricity	D.	Globalization	
2.	Hofs	stede's national cultures de	o not	include this dimension	1
	A.	Power Distance	B.	Uncertainty Avoidance	
	C.	<b>Temporal Orientation</b>	D	Individualism Collectivism	
3.			he des	scription of this type of economic	1
	-	peration	ъ	C M.I.	
		Free Trade Area	В.		
4	C.	Economic Union	. D.	Political Union	1
4.		is <b>NOT</b> a Non Tariff bar			1
	A.	Documentation Country and Design	B.	Quota	
_	C.	Countervailing Duty	D.	License	1
5.		According to International Product Life Cycle theory, a Country that developed an Innovation will eventually become			
		-			
	A. C.	A net Importer	В.	1	
6.		An Absolute Importer		Ild emphasize this particular perspective	1
0.	A su	Cultural	B.	Psychological	1
	C.	Social	D.	All of the above	
Q.1	(b)	Explain Free Trade Zone			04
Q.1 Q.1	(c)	Define the Terms	cs & i	Special Leonomic Zones	04
<b>Q.1</b>	(C)	1. Self Reference C	'riteri	on	U-1
		2. Free Trade Agree			
		<ol> <li>Geo Centric Stra</li> </ol>			
		4. NAFTA			
Q.2	(a)	Explain all the phases of	of Inte	ernational Product Life Cycle in the context of	07
<b>~</b> ·-	(33)	international markets in		<del>-</del>	
	<b>(b)</b>	What are the character	ristics	s of Culture? Explain how the culture of the international marketing strategies of a	
		company			
		r 1		OR	
	<b>(b)</b>	"Advertising worldwide	e is a	a real challenge" Do you agree or disagree?	07
	` /	_		etors such as different language, cultural, social	

Q.3	(a) Explain in brief the various tariff and non-tariff barriers faced by bus house in International markets.				
	<b>(b)</b>	Explain the major factors to be considered while taking Packaging decision in International Marketing.	07		
		OR			
Q.3	(a) (b)	Write in detail different International Pricing Methods (Strategies) in detail. Describe the role of internet and electronic media, for marketing the product across various countries.	07 07		
Q.4	(a)	List out the various types of International Market Entry strategies and explain in brief.	07		
	<b>(b)</b>	What are the various means of settlement of disputes in international marketing	07		
		OR			
Q.4	(a)	What is the difference between Multi Domestic Strategy and Transnational Strategy in International Markets	07		
	(b)	The environmental factors prevailing in foreign market make the task of international marketers very complex and difficult. Comment with examples on the external / uncontrollable factors of international marketing.	07		
Q.5	(a)	Elaborate the merits and demerits of standardization and customization of products for international markets.	07		
	<b>(b)</b>	Explain how Foreign Exchange (Currency Rate) Fluctuations affect International Trade with reference to effect of Chinese Currency 'Yuan' on India.	07		
		OR			
Q.5	(a) (b)	What is the meaning of Dumping? Explain in brief types of dumping Select a product of your choice for any one Middle East Country. Explain strategies for promotion for selected international markets?	07 07		
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