

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**MBA - SEMESTER-IV • EXAMINATION – SUMMER 2013**

**Subject Code: 840101****Date: 18-05-2013****Subject Name: International Marketing****Time: 14:30pm – 17:30pm****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) List and explain some of the definition of a MNC. List some to the benefits of International Marketing with relevant examples. **07**
- (b) Discuss various tariff and non-tariff barriers in brief. Also discuss the arguments posted by countries in introducing them. **07**

- Q.2** (a) What factors distinguish free trade areas, customs union, common market, economic union and political union? **07**
- (b) Discuss the legal issues related to Counterfeiting and Gray Market in International Marketing. **07**

**OR**

- (b) How do high context cultures differ from context culture? Discuss with examples **07**

- Q.3** (a) How can an automobile MNC be affected by attitudes and social classes across international markets? **07**
- (b) Which are the options of market entry where the production of the goods occurs in the foreign country? Write in brief about each such mode of entry **07**

**OR**

- Q.3** (a) You are a manufacturer of ready-made apparels in India and you plan to venture into International markets. What kind of market analysis would you do before taking the decision to enter a market? **07**
- (b) What are the challenges in conducting marketing research in a foreign country? **07**

- Q.4** (a) Discuss various pricing strategies to be followed in international market. **07**
- (b) Distinguish between direct and indirect channel of distribution and discuss their advantages and disadvantages. **07**

**OR**

- Q.4** (a) Describe the product standardization v/s adaptation debate. Discuss the various ways of product adaptation in brief. **07**
- (b) Discuss the major drawback of internet as communication tool in international marketing. **07**

- Q.5** (a) What are the different sources of finance available for exporters, discuss them in brief. **07**
- (b) Which are the different exchange rate system **07**

**OR**

- Q.5** (a) Define Letter of Credit. Discuss various forms of L/Cs in detail. **07**
- (b) Discuss the role of ECGC in promoting export from the country. **07**

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