

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**MBA - SEMESTER-III • EXAMINATION – SUMMER • 2014**

**Subject Code: 2830501****Date: 29-05-2014****Subject Name: International Marketing (IM)****Time: 14:30 pm – 17:30 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 Multi National Company, discuss various benefits of Internationalization. **07**
- (b) Distinguish among (a) Free trade area (b) Customs union (c) Common market (d) Economic and Monetary union (e) Political union **07**
- Q.2** (a) Discuss various Non Tariff Barriers affecting in international trade. **07**
- (b) Discuss various types of political risks in international market and briefly discuss various ways to minimize political risk. **07**
- OR**
- (b) Explain the principles of absolute and relative advantage in detail. **07**
- Q.3** (a) Discuss various methods of data collection in international market. **07**
- (b) Briefly explain various foreign market entry strategies. **07**
- OR**
- Q.3** (a) Discuss various advantages and disadvantages of standardization and customization of products in international market. **07**
- (b) Write a short note on International Product Life Cycle (IPLC) and its implications. **07**
- Q.4** (a) Briefly explain the Direct and Indirect selling channels in international market. **07**
- (b) What are the various modes of transportations available in international market? Discuss advantages and disadvantages of each. **07**
- OR**
- 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) Discuss various types of advertising media used in international market. Explain why it is difficult in most countries to buy TV time and Newspaper Space. **07**
- Q.5** (a) What is Counter Trade? Discuss various types of Counter Trade. **07**
- (b) Explain Letter of Credit as a means of payment in international trading with its advantages and disadvantages. Discuss various types of Letter of Credits. **07**
- OR**
- Q.5** (a) Discuss various types of documents required in international trade. **07**
- (b) Discuss various Cultural Factors affecting in International Market. **07**

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