

GUJARAT TECHNOLOGICAL UNIVERSITY**MBA - SEMESTER-III • EXAMINATION – SUMMER • 2015****Subject Code: 2830501****Date: 01-06-2015****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) Define International Marketing. What are the stages of international marketing involvement? 07
- (b) What are the hazards based on a host government's action as a part of political risk? 07
- Q.2 (a) List out and discuss the factors affecting consumer behaviour to be considered for international marketing. 07
- (b) What are the stages of international product lifecycle? Explain the characteristics of each stage. 07
- OR
- (b) What are the various foreign market entry strategies? 07
- Q.3 (a) What are the benefits of international marketing? 07
- (b) Define culture. What are the characteristics of a culture? 07
- OR
- Q.3 (a) On what bases a tariff can be classified? Explain various types of tariffs as marketing barriers. 07
- (b) How culture affects the international marketing? 07
- Q.4 (a) List out and explain the marketing information sources. 07
- (b) Explain product standardization and adaptation. State the arguments in favour of both. 07
- OR
- Q.4 (a) Explain various criteria need to be studied for the market analysis. 07
- (b) What are the various branding alternatives from manufacturing's view point? 07
- Q.5 (a) Discuss different types of intermediaries in an international channel of distribution. 07
- (b) Explain production possibility curve and principle of absolute advantage for international trade. 07
- OR
- Q.5 (a) What are the major factors affecting pricing decision? 07
- (b) List out and explain various shipping documents and collection documents. 07
