Seat	No.: .	Enrolment No.	
		GUJARAT TECHNOLOGICAL UNIVERSITY	
		M.B.A SEMESTER – III • EXAMINATION – WINTER 2012	
Sub	iect	code: 2830501 Date: 11-01-2013	
	•	Name: International Marketing	
	•	0:30 pm – 01:30 pm Total Marks: 70	
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Q.1	(a)	Briefly explain the various market entry strategies.	07
V		Give a brief account of the various tariff and non- tariff barriers encountered by a	07
	(6)	marketer in International trade.	U I
Q.2	(a)	Debate the issue of global versus adapted products for the international marketer.	07
<b>~</b>	(b)	Distinguish among a) ethnocentricity, b) polycentricity, and c) geocentricity.	07
	(2)	OR	0.
	<b>(b)</b>	What is the SRC (self-reference criterion)? Give examples of how the self-	07
		reference criterion might be manifested.	
Q.3	(a)	"There are political risks associated with Global business." What are they? How	07
		can they be minimized?	
	<b>(b)</b>	"The legal environment of the foreign marketer takes on an added dimension of	07
		importance since there is no single uniform international commercial law which	
		governs foreign business transactions." Comment.	
		OR	
Q.3	(a)	What are some problems created by language and the ability to comprehend the	07
		questions in collecting primary data? How can a foreign firm market researcher	
		overcome these difficulties?	
	<b>(b)</b>	In comparison to Americans, Asians and Africans are more group oriented, more	07
		family oriented and more social status concerned. How will this affect the way in	
		which you would market your product?	
<b>Q.4</b>	(a)	Describe briefly the International Product Life cycle (IPLC) Theory and its	07
		marketing implications.	
	<b>(b)</b>	Should expatriate personnel be used? What are some of the difficulties that they	07
		may encounter overseas? What can be done to minimize these problems?	
		OR	
<b>Q.4</b>	(a)	Distinguish between direct and indirect selling channels. What are the	07
		advantages and disadvantages of these channels?	
	<b>(b)</b>	Explain each of the following export documents:	07
		a.) Bill of Lading b.) Consular invoice	
		c.) Insurance certificate	
Q.5	(a)	Changing currency values have an impact on export strategies. Discuss.	07
	<b>(b)</b>	What is counter trade? Briefly explain the various types of counter trade.	07
		OR	
Q.5	(a)	Select a product/brand of your choice. With the help of the same explain whether	07
		you will use standardized advertisements or otherwise (adapted) for your	
		selection in international markets? Justify your point of view.	

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(b) Discuss the various benefits and challenges of International marketing?

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