



OP – 261

IV Semester M.B.A. Degree Examination, November 2022  
(CBCS – 2014-15 and Onwards)

MANAGEMENT

Paper – 4.3.2 : International Marketing Strategy



Time : 3 Hours

Max. Marks : 70

**Instruction :** Answer *all* Sections.

SECTION – A

Answer **any 5** questions. **Each** question carries **five** marks.

(5×5=25)

1. Define International Marketing. Explain the objectives of it.
2. Explain the criteria to develop a target market.
3. How companies will prepare to implement exit strategy ?
4. Explain the Brand name selection procedure.
5. Discuss the factors influencing transfer pricing.
6. Explain the importance of export documentation.
7. Write a note on regional trade blocks.

SECTION – B

Answer **any 3** questions. **Each** question carries **ten** marks.

(3×10=30)

8. Explain the domestic and International factors influencing International Marketing.
9. Briefly explain Global Market Entry Strategies.
10. Explain with suitable example the selection of International distribution channels.
11. Explain Regional Trade Blocks and Impact on International Marketing.

P.T.O.



## SECTION – C

## 12. Case study :

(1×15=15)

**Compulsory question.**

Before globalizing Indian economy, Indian had only three car Manufacturing Company's viz., "Hindustan motors", "Premier Auto Mobile" and "Standard motors" But today, Indian has number of car manufacturing companies both Indian and foreign origin manufacturing and marketing a variety of cars not only in India but also in developed countries.

**Questions :**

- 1) What marketing strategies that these companies are followed not only to sustain but also to improve the market share ?
  - 2) Why foreign companies prefer India to set up their automobile manufacturing outfits ?
  - 3) Do you approve of the opinion that the competition gives rise to quality enhancement and strategic marketing management by Indian companies ?
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