

7. Explain the benefits and elements of supply chain. How does it help in international marketing ?

Unit-IV

8. Discuss the functions of international sales management. Which are the major problem faced in it ?
9. Write notes on :
- (a) Sources of risk in international marketing
- (b) Global & media strategy.
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Roll No:

56057

**M.B.A. 2 Yr. 3rd Sem. (N.S.)
Batch 2011-2013**

Examination- December, 2016

International Marketing

Paper-MBA-318

Time : 3 hours

Max. Marks : 80

Before answering the questions, candidates should ensure that they have been supplied the correct and complete question paper. No complaint in this regard will be entertained after the examination.

Note : Attempt **compulsory** question No.1 from Section-A and **four** questions from Section-B (**one** question from each unit). All questions carry equal marks.

Section-A

1. Briefly explain the following :

- (a) Nature of international marketing.
- (b) Functions of WTO.
- (c) International banking decisions.
- (d) Differential pricing
- (e) Direct marketing—meaning and benefits.
- (f) Features of international supply chain.
- (g) Difference between pull and push strategies
- (h) Barriers to international promotion.

Section-B

Unit-I

- 2. What are the challenges in international marketing ? How can these challenges be converted into opportunities ?

- 3. Highlight the steps involved in preparing an international marketing plan. How does it help in foreign market selection ?

Unit-II

- 4. Discuss in detail the objectives and components of international marketing information system.
- 5. What are the major differences between using letter of credit and bills of exchange (drafts) as a procedure for financing international marketing transactions ? Is there one best type of letter of credit ?

Unit-III

- 6. Which factors affect the channel selection decisions ? What are the causes of channel conflicts ? How can these conflicts be resolved ?