

MBA 807**MSP-43**

**M.B.A. DEGREE EXAMINATION –
JANUARY 2009.**

(A.Y. 2005–06 batch onwards)

INTERNATIONAL MARKETING

Time : 3 hours

Maximum marks : 75

Answer for 5 marks question should not
exceed 2 pages.

Answer for 15 marks questions should not
exceed 5 pages.

PART A — (3 × 5 = 15 marks)

Answer any **THREE** questions.

1. Distinguish between domestic marketing and international marketing.
2. What are the objectives of WTO?
3. What are some of the unique characteristics of Indian culture?
4. How is the tele-conferencing carried out?
5. Distinguish among conference lines, independent lines and tramp vessels.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

6. The culture of a country affects the consumer preferences and business practices. Discuss the implications of the cultural variations in different countries for exports business.
7. Explain the rules governing the multilateral trading system as evolved under GATT '94.
8. Describe the functions of export management.
9. “Packing influences the perception of an importer as regards capability of the exporter deliver the goods in safe condition”. Do you agree? Explain.
10. What do you understand by ‘Bill of Lading’? Explain various types of bill of lading.
11. Write an essay on customs duties and its impact in International Marketing.
12. By marketing in a foreign country, must a firm automatically utilise geographic segmentation or some other segmentation basis?