

MBA-607**MSP-43**

**M.B.A. DEGREE EXAMINATION –
JUNE 2008.**

(AY 2005-06 onwards)

INTERNATIONAL MARKETING

Time : 3 hours

Maximum marks : 75

Answer for 5 marks questions should
not exceed 2 pages.

Answer for 10/15 marks questions should
not exceed 5 pages.

PART A — (3 × 5 = 15 marks)

Answer any **THREE** questions.

1. What is the need and importance of market research for export business?
2. Why is India the most attractive retail market in the world?
3. What are the objectives of sales promotion in foreign trade?

4. What are some of the hazards associated with air mode of transportation?
5. Explain how exchange rate effect the way you price your product.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

6. What are trade barriers? Explain there in detail with examples from the Indian scenario.
7. Explain international product life cycle theory.
8. Why is the task of the international marketer more complex and difficult than that of the domestic market?
9. Explain the process of export management.
10. Explain the difference between duty exemption scheme and the duty remission scheme.
11. What are steps involved in the establishment of an export firm? Explain.
12. What are the procedures for customs clearance?