

MBA-187

MSP-43

**M.B.A. DEGREE EXAMINATION –
JUNE 2010.**

Second Year

INTERNATIONAL MARKETING

Time : 3 hours

Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any **THREE** questions.

All questions carry equal marks.

1. What is international market access initiative?
2. What is the rationale behind GATT?
3. What are deemed exports?
4. Explain the characteristics of a global firm?
5. Is it beneficial for nations to depend on each other?

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

6. Differentiate between domestic marketing and international marketing.
7. Why should an international marketing manager monitor the economic environment?
8. What are the important international market product strategies?
9. What are the major approaches in transfer pricing?
10. Outline the difficulties which could occur while conducting an advertising campaign across national boundaries.
11. How would you undertake a cultural analysis of a foreign market?
12. Elaborately discuss the important types of letter of credit.