

MBA-357

MSP-43

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

(AY 2005–06 batch onwards)

Second Year

Marketing Management

INTERNATIONAL MARKETING

Time : 3 hours

Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any **THREE** questions.

All questions carry equal marks.

1. Describe the objectives of international trade policy.
2. What is bill of exchange?
3. What do you know about EPCG scheme?
4. Write a short note on shipping bill.
5. What are the reasons for promoting international trade?

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

6. Comment upon the role of service institutions in developing India's international trade.
7. What are the important issues in international branding?
8. What barriers make controlling international operations more complex than controlling domestic marketing activities?
9. What are the factors that influence international pricing decision?
10. What are the auxiliary documents? Describe them in detail.
11. Explain the types and functions of foreign intermediaries.
12. What are the elements of international advertising strategy?
