

**R19**

**Code No: 764AC**

**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD**

**MBA IV Semester Examinations, September - 2023**

**INTERNATIONAL MARKETING**

**Time: 3 Hours**

**Max.Marks:75**

- Note:** i) Question paper consists of Part A, Part B.  
ii) Part A is compulsory, which carries 25 marks. In Part A, Answer all questions.  
iii) In Part B, Answer any one question from each unit. Each question carries 10 marks and may have a, b as sub questions.

**PART - A**

**(25 Marks)**

- 1.a) What are the stages in International marketing? [5]
- b) What are the International Trade Barriers? [5]
- c) What do you mean by Joint Venture? [5]
- d) Explain International Product Life Cycle. [5]
- e) Write a note on Export Documentation. [5]

**PART - B**

**(50 Marks)**

2. "International Marketing has to be unique when compared to domestic marketing". Comment, discussing the points of difference between Domestic and International Marketing. Also discuss the issues and challenges of International Marketing. [10]

**OR**

3. "International Markets give lucrative opportunities for firms to go International when compared to Domestic Markets". Comment, discussing the reasons, opportunities and challenges in International Markets. [10]

4. "Understanding and adapting to the environment in international markets is a pre-requisite for the success in International Marketing". Comment giving the varied elements of International marketing environment and their impact on marketing. [10]

**OR**

5. "The attractiveness of a country for international trade depends on their pro-active approach, policies and conducive environment". Comment, discussing varied factors which make some nations more attractive as International Markets. [10]

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6. "Developing Nations and Transitional Economies are more lucrative for International Markets, than Developed Nations". Comment discussing the International Marketing in Developing, Transitional and third world countries and their significance in comparison to developed economies. Also discuss the segmentation and targeting in these markets. [10]

**OR**

7. "Modes of entry into International Markets have lot of options, it depends on the firm to make its wise decision, while making a choice for entering the foreign markets". Comment, giving the International Market Entry Strategies, discussing relative merits and demerits. Discuss with a special reference to Entry strategies of Indian Firms. [10]

8. "Product Life Cycle in International Markets is one of the key success factors in International Marketing". Comment, giving varied elements of International Product Life Cycle and also discuss the importance in International Markets. [10]

**OR**

9. "Pricing, promotion and positioning determines the success of products in International Markets". Comment, giving the pricing decisions and strategies in international markets. Also discuss the promotion in International Markets. [10]

10. "Negotiating is an art and it requires lot of fineness when it is done with International Customers". Comment, discussing how one can negotiate with international customers and international marketing. [10]

**OR**

11. "Effective Marketing Channel organization and E-Marketing determines the success of any International Marketing Function". Comment, discussing the role played by them in international marketing. [10]

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