

**R19**

**Code No: 764AC**

**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD**

**MBA IV Semester Examinations, February - 2024**

**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 opportunities and challenges in International Marketing. [5]
- b) What is product differentiation? Give one example. [5]
- c) Describe the structure of WTO. [5]
- d) 'Think global, act local' how far this argument true? Explain. [5]
- e) The policy decisions of an export firm are influenced by various factors. Discuss. [5]

**PART - B**

**(50 Marks)**

2. Most of the firms are directed into International markets because of few reasons. Explain them. [10]

**OR**

3. "International trade makes cross-border exchange easier, supply chains and logistics more reliable, and customs procedures more streamlined. On both a local and global level, it is critical in driving economic growth". Explain with examples. [10]

4. How does the technological environment of India differ from that of other country? [10]

**OR**

5. You are a marketing manager of a textile company that is looking to venture into international business. The country you want to target first is the UK. You want to start by exporting to UK. What environmental factors would you keep in mind and how would you analyse the business environment of the UK? [10]

6. Explain the term 'Globalisation'. Why do companies engage in international business? Discuss the role of globalisation in development of Indian business. [10]

**OR**

7. John's company is making a list of the main competitors and is trying to find out how they can perform better by understanding the competitor's strengths and weaknesses. Elaborate. [10]

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8.a) Linking with the theory explain how Coca-Cola maintained its customer base?

b) Describe the global market entry modes for Indian companies.

[5+5]

**OR**

9. Write short notes on the following:

a) International Market Segmentation

b) Export or Perish

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[5+5]

10. What barriers make controlling international operations more complex than controlling domestic marketing activities? Explain with the help of a specific example.

[10]

**OR**

11.a) How are contractual arrangements utilised for affecting control of international operations?

b) Illustrate the steps in processing an export order.

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[5+5]

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