

Code No: 05MB403A

M.B.A IV Semester Supplementary Examinations, May 2009
INTERNATIONAL MARKETING
(For 2005-06 & 2006-07 Admitted Batches only)

Time: 3 hours

Max Marks: 60

Answer any FIVE questions
All questions carry equal marks

1. What is the importance of international trade from the organizational perspective? What are the limitations for growth for organizations concentrating only on domestic marketing?
2. What are the characteristics of international market environment? Explain with special reference to social and cultural aspects.
3. Explain the processing of international market regimentation and targeting.
4. What are the investment entry modes for entering international market? Elaborate your answer.
5. Discuss various types of branding decisions for domestic and international markets.
6. What are the major elements in indirect marketing channel of international trade?
7. (a) What is Grey market? What are the problems associated with it?
(b) What is transfer pricing? What are the complexities involved in it?
8. (a) What are the recent policy incentive measures for exports?
(b) Explain some of the basic export documentation procedures.
