

question paper contains 4 printed pages]

Your Roll No.....  
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**M.Com./Sem. III (OC)**

**G**

Paper No : 7121 : International Marketing

Time : 3 Hours

Maximum Marks : 100

(Write your Roll No. on the top immediately on receipt of this question paper.)

There are a total of five questions. Attempt *all* the *five* questions.

Attempt all the parts of a question at one place.

Be specific and precise in your answers.

1. (a) What is international marketing ? How does it differ from export marketing ?
- (b) Giving suitable examples, discuss *four* major types of political risks that an international firm faces in foreign markets. Also briefly discuss the strategies a firm can adopt for minimizing such risks
- 6,14

*Or*

- (c) 'Polycentric approach is a much better than geocentric approach to manage international marketing operations.'
- Comment.

P.T.O.

- (d) How does demographic environment of a foreign country affect international marketing decisions ? Explain, giving suitable examples for each of the elements of foreign country's demographic environment. 6,14
2. (a) Discuss various issues involved in designing an international product support services strategy.
- (b) What are advantages of using a differentiated product strategy in international markets ? What kinds of adaptations in a product are called for and under what circumstances is it desirable to adopt differentiated international product strategy ? 6,14
- Or*
- (c) Discuss the issues involved with designing international packaging strategy.
- (d) Why is 'country-of-origin' (COO) an issue in international marketing ? What can possibly be done to overcome adverse country-of-origin image in foreign markets ? 6,14
3. (a) Differentiate between f.o.b and c.i.f pricing. Which one do you consider as a better way of quoting export price, and why ?

- (b) Discuss the implications of charging different prices in different foreign markets ? What precautions should a firm take to ward off possible pitfalls of using this strategy ? 6,14

*Or*

- (c) Should an exporter quote price in home country currency or foreign country currency ? Why ?
- (d) Discuss the demand, cost and competition oriented approaches available to an export firm for determining its export price. Also briefly discuss advantages and limitations of each of these approaches ? 6,14
4. (a) Discuss advantages and disadvantages of using foreign nationals as sales force in foreign markets.
- (b) Discuss various issues involved in selection and management of international distribution channel members. 6,14

*Or*

- (c) Discuss various factors that influence the choice of transport mode in international markets.
- (d) Discuss major steps involved in designing an advertising campaign for foreign markets. 6,14



5. Write notes on any *two* of the following :
- (i) International trade product life cycle
  - (ii) International dispute settlement
  - (iii) Transfer pricing. 10.10