

MBA SEM – IV Examinations 2016 - April

4779- International Marketing

Time: 02 Hours

Marks: 70

Q.1. Define International marketing and illustrate opportunities and challenges in detail 14

Or

Discuss the process of internationalisation in detail

Q.2. Illustrate in detail about socio/economic and political and legal environment of any nation of your choice to market Patanjali noodles abroad. 14

Or

Discuss in detail about WTO and its effect on international business

Q.3. Illustrate psychological factors that affects in international marketing 14

Or

Illustrate in detail the role of intermediaries for international market entry strategy

Q.4. Explain in detail product strategies 14

Or

Explain in detail about pricing strategies

Q.5. Discuss the role of World Bank in international business 14

Or

Discuss the role of IMF in international business