

MBA SEM – IV Examinations April 2017

International Marketing

Code: 4779

Time: 2.30 Hours

Marks: 70

Q.1. Define International marketing and write the process of Internationalization 14

Or

Illustrate in detail about Trade theories

Q.2. Write in detail about cultural factors that affect international marketing 14

Or

Illustrate in detail about Regional Trade Areas and its impact on International Marketing

Q.3. Write in detail about Psychological aspects of International marketing 14

Or

Illustrate in detail about market entry strategies

Q.4. Select an MNC of your choice and write about its product strategies 14

Or

Select an Indian MNC of your choice and write about its product strategies

Q.5. Write in detail about World Bank's role in International marketing 14

Or

Write in detail about IMF & ECGCs role in International marketing