



IV Semester M.B.A. Examination, September/October 2022
(CBCS – 2014 – 15 Scheme)

MANAGEMENT

Paper – 4.3.2 : International Marketing Strategy

Time : 3 Hours

Max. Marks : 70

SECTION – A

Answer any five questions, each carries 5 marks.

(5×5=25)

1. Explain the challenges of international marketing strategy.
2. Briefly explain the process of international marketing research.
3. What are the characteristics of emerging markets ?
4. Briefly explain the process of international market segmentation.
5. Explain the various sales promotion tools in international marketing.
6. Explain product lifecycle in international marketing.
7. What are regional trade blocs and its relevance in international markets ?

SECTION – B

Answer any three questions, each carries 10 marks.

(10×3=30)

8. Elucidate how culture has an impact on International Marketing activities.
9. Explain the exit strategies of international marketing in detail.
10. Bring out the process of new product development in international marketing.
11. How is the channel of distribution management system in international markets different from domestic marketing ?

P.T.O.





SECTION – C

Compulsory question.

(15×1=15)

12. Suggest a suitable Foreign market entry strategy for the following. Justify your answer.
- An Indian Steel company planning to venture into overseas market.
 - A ready-made garment small scale Indian manufacturer wanting to explore and expand international markets.
 - An Internationally reputed Fast Food Chain-Quick Service Restaurant (QSR) that intends to enter Indian markets.
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