

**GUJARAT TECHNOLOGICAL UNIVERSITY**

**MBA - SEMESTER-III • EXAMINATION – WINTER 2013**

**Subject Code: 2830501**

**Date: 19-12-2013**

**Subject Name: International Marketing (IM)**

**Time: 14:30 pm – 17:30 pm**

**Total Marks: 70**

**Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

- Q.1** (a) Define Internationalization and discuss various benefits of Internationalization. **07**  
(b) Briefly explain the various Market Entry Strategies. **07**

- Q.2** (a) Discuss various Tariff and Non-Tariff Marketing Strategies. **07**  
(b) Market Segmentation, New Product Development and Market Positioning are the key aspects of any successful Product Strategy. Elaborate. **07**

**OR**

- (b) Discuss various Political factors affecting International Marketing. **07**
- Q.3** (a) Discuss various Cultural factors affecting International Marketing. **07**  
(b) What is the importance of Marketing Mix and Market Entry Strategy as applicable to a Service Firm? **07**

**OR**

- Q.3** (a) Describe briefly the International Product Life Cycle theory and its marketing implications. **07**  
(b) Define Regional Trade Areas (RTAs) and discuss its implication for International Marketers. **07**

- Q.4** (a) Elaborate the merits and demerits of standardization and customization of products for international markets? **07**  
(b) Distinguish between Direct and Indirect Selling Channels. What are the Advantages and Disadvantages of these channels? **07**

**OR**

- Q.4** (a) What is SRC (Self Reference Criterion)? Give examples of how the self reference criterion might be manifested? **07**  
(b) Explain the concept of Absolute and Relative Advantage as applicable to International Trade. **07**

- Q.5** (a) List out various documents required in international trade and discuss those in details. **07**  
(b) International Marketing Information System is a key requisite for successful International Marketing operations. Elaborate. **07**

**OR**

- Q.5** (a) What is Counter Trade? Briefly explain the various types of Counter Trade. **07**  
(b) Describe the various Social Aspects and their impact on decision making behavior of Consumers. **07**

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