

GUJARAT TECHNOLOGICAL UNIVERSITY**M.B.A -IVth SEMESTER-EXAMINATION – MAY- 2012****Subject code: 840101****Date: 19/05/2012****Subject Name: International Marketing (IM)****Time: 10:30 am – 01:30 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) Why has global trade advanced in the last fifty years? What are the advantages of international trade to countries and companies? **07**
- (b) Explain the EPRG framework. How does the marketer's orientation towards international markets change according to the EPRG framework? **07**

- Q.2** (a) Which kind of political reforms have been instrumental in creating a conducive environment for international trade to and from India in the last twenty years? **07**
- (b) How do Regional Trade Areas (RTAs) affect international trade? **07**

OR

- (b) Stating examples, illustrate the challenges faced by MNCs in striking a cultural balance in India. **07**

- Q.3** (a) How can an automobile MNC be affected by attitudes and social classes across international markets? **07**
- (b) Which are the options of market entry where the production of the goods occurs in the foreign countries? Write in brief about each such mode of entry. **07**

OR

- Q.3** (a) You are a manufacturer of ready-made apparels in India and you plan to venture into International markets. What kind of market analysis would you do before taking the decision to enter a market? **07**
- (b) What are the challenges in conducting marketing research in a foreign country? **07**

- Q.4** (a) Explain the various factors which influence pricing decisions. **07**
- (b) When can international advertising be standardized or adapted/individualized? **07**

OR

- Q.4** (a) Which levels of branding decisions exist as options for an international marketer? **07**
- (b) State your comments on product standardization and product adaptation. **07**

- Q.5** (a) Write a note on the role played by ECGC in facilitating Indian exporters, directly and indirectly. **07**
- (b) Briefly state the various sources of finance that can be availed of by an international marketer. **07**

OR

- Q.5** (a) Why is the foreign exchange market a crucial element in international trade? **07**
- (b) Which are the different exchange rate systems? **07**
