

TYBMS Sem VI  
 Marketing: International Marketing  
 27/04/17 [Time: 2 ½ Hours]

CODE No.03717

[ Marks: 75 ]

Please check whether you have got the right question paper.

- N.B: 1. All questions are compulsory .  
 2. Figures to right indicate full marks.

Q.1 Answer the following (any two) 15  
 (a) Discuss various orientations of International Marketing.  
 (b) What are the types of Tariff barriers?  
 (c) Explain the Process of International Marketing.

Q.2 Answer the following (any two) 15  
 a) Explain the HOFSTEDE's six dimensions of culture  
 b) Explain the scope of Research in International Marketing.  
 c) How can Political factors pose a challenge for an International Marketers?

Q.3 Answer the following (Any two) 15  
 a) Explain the following concepts (2.5 marks each)  
 i) Counter Trade  
 ii) Skimming Pricing  
 iii) Labelling  
 b) Explain the various types of distribution channels in International Markets.  
 c) What factors would you consider for pricing your products before entering International Market?

*Foreign distributors  
 foreign retailers  
 Agents supply to  
 Direct supply to  
 customer*

Q.4 Answer the following (Any two) 15  
 a) What are the features of International Service Marketing?  
 b) Explain the need for International Strategies.  
 c) How to control International Marketing operations?

Q.5 Case Study:- 15  
 A renowned food chain in Punjab "Santa Banta Chole Bhature" Restaurant willing to enter Canada markets. As an expert in Marketing suggest the following:  
 a) Mode of Entry. Justify (05  
 b) Suitable Marketing Mix Plan (1C

*Rise in Standard of living  
 Cost Minimiz  
 Growth of developing countries  
 fulfillment of economic  
 needs*