

Roll No. ....

Total Pages : 02

**MMS/M-20**

**13056**

INTERNATIONAL MARKETING

MM-401

Time : Three Hours]

[Maximum Marks : 70

**Note** : Q. No. 1 is compulsory. Attempt any *five* questions out of remaining eight questions.

**(Compulsory Question)**

1. Answer the following short answer type questions :
  - (a) What is International Trade ?
  - (b) What is Licensing ?
  - (c) What is Product Adaptation ?
  - (d) What is Ethnocentric Pricing ?
  - (e) What is Counter Trade ? **5×4=20**
  
2. Distinguish between Domestic Marketing and International Marketing. Explain the nature and scope of International Marketing. **10**
  
3. Explain the EPRG framework in the context of International Marketing Orientation. **10**

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4. Distinguish between tariff and non-tariff barriers in international trade. Explain various non-tariff barriers that can be used in international trade. **10**
5. Explain the meaning and process of International Marketing Planning. Also explain the various challenges involved in it. **10**
6. Explain the various criteria that can be used for market segmentation in International Marketing. Also discuss the various segmentation-targeting-positioning (STP) strategies that global marketers can apply. **10**
7. Discuss the pros and cons of product standardization and adaptation strategies in International Marketing. **10**
8. Discuss the various branding alternatives available to an international marketer. What factors influence branding decisions in international marketing ? **10**
9. Discuss various factors influencing the choice of channel of distribution in international marketing. Also explain the process of locating and selecting channel members for international marketing. **10**