

Paper : COM-3076

(International Marketing)

Answer all questions.

1. Choose the correct answer from the following : 1×7=7

(a) Culture which work on several fronts simultaneously instead of pursuing a single task are known as

(i) monochronic

(ii) dualistic

(iii) variable

(iv) polychronic

(b) Which of the following in not a member country of SAARC ?

(i) Pakistan

(ii) Maldives

(iii) Vietnam

(iv) Afghanistan

(c) Name the export incentive of the Govt. of India that aims to neutralize incidence of customs duty on the import content of the export product :

(i) Export Promotion Capital Goods Scheme :

(ii) Merchandise Export from India Scheme

(iii) Duty Entitlement Pass Book Scheme

(iv) Focus Market Scheme.

(d) The process of a government taking ownership of property without compensation is called

(i) expropriation

(ii) domestication

(iii) confiscation

(iv) nationalization

(e) At which stage of economic development, a country focuses on manufacturing sector and on outsourcing services ?

(i) Factor driven economy

- (ii) Efficiency driven economy
- (iii) Manufacturing driven economy
- (iv) Innovation driven economy

(f) When a person learns the culture of a society other than the one in which he or she was raised, it is known as

- (i) socialization
- (ii) enculturation
- (iii) acculturation
- (iv) assimilation

(g) The strategy to sell at a loss to gain access to a market to drive out competition is referred to as

- (i) Sporadic dumping
- (ii) Predatory dumping
- (iii) Differentiated pricing
- (iv) International exit price.

2. Write short notes on **any five** of the following : 5×5=25

- (i) Self-Reference criterion's impact on international marketing

- (ii) Factors influencing product adoption in international markets
- (iii) Effectiveness of standardised international advertising.
- (iv) Role & functions of State Trading Corporations
- (v) Export risk insurance
- (vi) Macroeconomic indicators to be considered in selection of international markets.
- (vii) International marketing information system.
- (viii) Commodity Boards.

3. Explain the significance of verbal and non-verbal language of communication in international marketing decisions. 12

Or

Describe the various macro and micro-economic indicators to be considered in selection of international markets.

6+6=12

4. How are tariff barriers different from the non-tariff barriers ? Discuss the various non-tariff barriers imposed by the Government of a nation. 2+10

Or

Explain the benefits of international marketing.

Are domestic and international marketing different only in scope but not in nature ?
Elucidate. 6+6

5. Explain the various levels of branding decisions that can be taken by an international marketer for the successful creation of an international brand. 12

Or

Explain the different types of dumping.

What is transfer pricing ? Describe the methods to compute a transfer price. 6+2+4

6. Critically discuss the role of WTO in promoting trade among the developing nations. How has India benefitted by being a member of WTO ? 7+5=12

Or

State the benefits of Economic Integration.
Discuss the important forms of integration
with suitable examples for each of them.

4+8=12
