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MMPM-004

**MASTER OF BUSINESS
ADMINISTRATION
(MBA)**

**Term-End Examination
December, 2024**

MMPM-004 : INTERNATIONAL MARKETING

Time : 3 Hours

Maximum Marks : 100

Weightage : 70%

Note : (i) Answer any **three** questions from
Section A. Section B is compulsory.

(ii) All questions carry equal marks.

Section—A

1. (a) Explain the differences among ethnocentric, polycentric, regiocentric and geocentric management orientations with the help of relevant examples.

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- (b) What are the various factors that drive the domestic firms to choose international markets ?
2. (a) A company that intends to enter international markets must assess political risk. What are the various components of political risk ? Explain with examples.
- (b) What are 'Incoterms' ? Discuss various types of incoterms, citing suitable examples.
3. (a) "International marketers can use 'standardization' or 'adoption' approach in international advertising campaigns." Explain relative advantages of these approaches with examples.

- (b) What are the benefits of International Planning ? Discuss the issues in framing international marketing plan.
4. Write short notes on any *three* of the following :
- (a) Benefits of International Marketing
 - (b) Techniques of International Marketing Research
 - (c) Intermediaries in International distribution
 - (d) Global branding
 - (e) Transfer pricing

Section—B

5. You have been appointed marketing consultant by a leading multinational company manufacturing personal care products.

It wants to enter markets in the Middle-East region.

- (a) Discuss various modes of entry that you will propose. Will these be same for different countries in the region ? Explain.
- (b) Briefly describe various combinations of product and communication strategies that you will suggest to the company.

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