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MS-064

MANAGEMENT PROGRAMME (MP)

Term-End Examination

December, 2024

MS-064 : INTERNATIONAL MARKETING

Time : 3 Hours

Maximum Marks : 100

(Weightage : 70%)

Note : Attempt any **three** questions from Section A.
Section B is compulsory. All questions carry
equal marks.

Section—A

1. (a) As an entrepreneur desirous of entering into export of handicrafts from India, identify the organisations you would approach who can help in your export efforts.
- (b) Identify these organisations and explain the promotional support you are likely to get from them.

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2. Write a note on the principal export documents which are needed from line to line. Briefly explain them with examples.
3. (a) “With respect to International Product Policy an International Marketer can use any **one** of the five strategies.” Discuss.
(b) Whether one should go for standardisation of the product or product adaptation ? Explain the situations when each can be used as a policy.
4. Write notes on any **three** of the following :
 - (a) Elements of advertising strategy for internal markets
 - (b) Transfer pricing and the methods of determining transfer prices
 - (c) Role of WTO in international trade and the functions performed by WTO
 - (d) Techniques of international marketing research
 - (e) Domestic market planning *vs.* International market planning differences

Section—B

5. Case Study :

An exporter from India wants to export Indian fruits to EU. Before doing so, he has to conduct Dark Research and Field Research to collect all information about EU.

Question :

What information relating to socio-economic, political, size and trend of the market, structure of competition, rules and regulations need to be collected ? Write a brief note covering each.

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