No. of Printed Pages : 5 **MMPM–004**

MASTER OF BUSINESS ADMINISTRATION

(MBA)

Term-End Examination

June, 2026

MMPM-004 : INTERNATIONAL MARKETING

Time : 3 Hours *Maximum Marks : 100*

Weightage : 70%

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

(ii) All questions carry equal marks.

Section—A

1. (a) Briefly describe some of the forces that drive the firms to choose international

markets, with the help of suitable examples.

(b) Explain the concept of International Product Life Cycle (IPLC). How is it different from the Product Life Cycle (PLC) concept as applicable to the domestic markets ?

2. (a) Identify and discuss regional economic agreement in each of the following areas :

   (i) Asia pacific and

   (ii) Western Europe

(b) Discuss the principles and functions of World Trade Organization (WTO). Do you think WTO has achieved its objective of promoting international trade among nations ? Explain.

3. (a) Briefly explain how Hofstede's cultural typology may be used by firms in their attempts to understand consumer behaviour across various cultural boundaries amongst nations. Support your answer with relevant examples.

(b) How the growth of internet has transformed international marketing ? Discuss with the help of suitable examples.

4. Write short notes any *three* of the following :

(a) Standardization *vs*. Adaptation in international marketing communication.

(b) Issues in International branding and Trade mark decisions.

(c) Methods of export pricing

(d) Scope of international market research

(e) Incoterms

Section—B

5. A global firm manufacturing Air conditioners and refrigerators and among other regions has presence in South East Asian region. It wants to expand in international markets in the African region.

   (a) Describe its global marketing strategy. Should it use product extension strategy or a product adaptation strategy ?

(b) What are the key lessons to be learnt from its experience in South East Asian markets, especially the emerging markets ?

× × × × ×