

**K.J. SOMAIYA INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH**

**M M M (2017 - 20) V Semester**

**INTERNATIONAL MARKETING**

**Date : 20/11/2019**

**Marks 50**

**Time : 3 Hrs.**

**NOTE:-**

**A) ANSWER ANY FIVE QUESTIONS**

**B) EACH QUESTION CARRIES 10 MARKS**

1. a) What are the challenges and opportunities for global marketing? Explain  
b) What differences you find between international Marketing & International Business ?
2. Distinguish between :-  
a) FDI & FII  
b) LC & Collection
3. Describe the features of the following :-  
a) Pricing for international markets  
b) Branding Strategies
- 4 a) What are the factors affecting the international Logistics? Explain  
b) What is direct & indirect Marketing? Give examples from international marketing
5. a) Explain the different Channels & Distribution methods open to international marketing?  
Give examples in different countries  
b) Explain the criteria you will apply for appointing selling agents abroad.
6. What are the main commodities in the international commodities market? Explain them.
7. a) Describe the Important Agreements of World Trade Organization (WTO)  
b) Explain the Features of Regional Trade Blocs with examples
- 8.a) What is meant by PESTEL Analysis? Explain by taking the example of any country of your choice.  
b) What are the Legal & Ethical issues involved in international Marketing ?
- 9 Explain the following concepts:-  
a) Global product Adaptation  
b) International Product Life Cycle

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