

Reg. No. :

D 639 Q.P. Code : [10 DMB.LM 154]

(For the candidates admitted from 2010 onwards)

M.B.A. DEGREE EXAMINATION, JANUARY 2021.

Second Year

Logistics and Supply Chain Management

INTERNATIONAL MARKETING

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Discuss the different dimensions of international marketing.
2. Why the product standards vary in international markets? How these variations are justified?
3. Why there is a discrimination between export pricing and domestic pricing? Is it not stealing Peter to pay Paul?
4. Describe the features of constituents composing international marketing network.

5. How is the Product Life Cycle concept useful in Assessing Market Contribution? Enumerate the various stages involved in new product development.
 6. What is Marketing Research? What are the identifying opportunities in International Markets?
 7. Highlight the role of WTO in the legal dimensions of International Marketing.
 8. Analyze the strategies adopted while selecting the International Distribution Channel.
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