

7. Explain the benefit elements of supply chain. How does it help in international marketing ?

Un:

8. Discuss the function of international sales management. Which are the major problems faced in it ?

9. Write notes on :

(a) Sources of international marketing

(b) Global & media strategy.

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Roll No: .....

**56057**

**M.B.A. 2 Yr. 3rd Sem. (N.S.)  
Batch 2011-2013**

**Examination- December, 2016  
International Marketing**

**Paper-MBA-318**

**Time : 3 hours**

**Max. Marks : 80**

Before answering the questions, candidates should ensure that they have been supplied the correct and complete question paper. No complaint in this regard will be entertained after the examination.

**Note :** Attempt **compulsory** question No.1 from Section-A and **four** questions from Section-B (**one** question from each unit). All questions carry equal marks.

**Section-A**

**1.** Briefly explain the following :

- (a) Nature of international marketing.
- (b) Functions of WTC
- (c) International business decisions.
- (d) Differential pricing
- (e) Direct marketing- ing and benefits.
- (f) Features of international supply chain.
- (g) Difference between pull and push strategies
- (h) Barriers to international promotion.

**Section**

**Unit**

- 2. What are the challenges in international marketing ? How can these challenges be converted into opportunities ?

- 3. Highlight the steps involved in preparing an international marketing plan. How does it help in foreign market selection ?

**Unit-II**

- 4. Discuss in detail the objectives and components of international marketing information system.
- 5. What are the major differences between using letter of credit and bills of exchange (drafts) as a procedure for financing international marketing transactions ? Is there one best type of letter of credit ?

**Unit-III**

- 6. Which factors affect the channel selection decisions ? What are the causes of channel conflicts ? How can these conflicts be resolved ?