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Sardar Patel University
MBA IV Semester Examination 2009
Saturday, Date: 11-04-2009
Time 11:00 a.m. to 2:00 p.m.
Subject: International Marketing – MM 204

Maximum Marks: 60

- Q 1 Indian and China are fast growing economies of world. How do you think the growing bilateral trade will benefit both the countries? What do you think are the non-political issues that need to be addressed by India to improve trade with China? 10
- Q 2 A. Discuss the major factors influencing pricing decisions in international markets. 07
B. Firms that do research in international markets face numerous problems. Discuss the problems faced by them and measures to minimize the problems. 08
- Q 3 Explain different modes of entry into international market available to an Ayurvedic Pharmaceutical Company manufacturing herbal products in India. 07
- Q 4 A. Why do companies involved in international trade have to hedge their foreign exchange exposure? 05
B. A leading Indian packaged food manufacturer is planning to enter US market with it's ready to eat packaged food items. Discuss the channel structure available to the company and logistical aspects to be considered by the company. 08
- Q 5 Discuss in brief: 15
A. Non-financial institutions for providing finance for international business.
B. Off shore financial center and Euro market.
C. Impact of culture on International business.
D. Factors affecting international marketing mix communication.
E. Non Tariff Barriers.

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