

**POST GRADUATE DIPLOMA IN
INTERNATIONAL BUSINESS
OPERATIONS/MASTER OF COMMERCE**

Term-End Examination

June, 2007

**IBO-02 : INTERNATIONAL MARKETING
MANAGEMENT**

Time : 3 hours

Maximum Marks : 100

Note : *Attempt both Part A and Part B.*

PART A

1. (a) Write short notes on any **two** of the following : 5, 5
- (i) International marketing mix
 - (ii) International market targeting
 - (iii) Special considerations to be kept in view in packaging for international markets
 - (iv) Export agency agreement
- (b) Distinguish between any **two** of the following : 5, 5
- (i) Product adaptation and Product standardisation
 - (ii) Licensing and Franchising modes of international market entry
 - (iii) Ethnocentric orientation and Geocentric orientation of international marketing orientation
 - (iv) Consumer promotion and Business promotion

PART B

Answer any **four** questions.

2. Do you think that Indian companies have adequately responded to changes in domestic and external environments and carried out necessary modifications in their international marketing strategies ? Explain in detail. 20
3. What is international market segmentation ? Explain the bases of segmenting international markets. 5, 15
4. (a) Explain different pricing methods in international marketing.
(b) Narrate the international product development process very briefly. 10, 10
5. Explain the various approaches to budgeting for international advertising. 20
6. 'Compared with products, marketing of services possesses distinctive challenges to marketers.' Explain why it is so, and enumerate those marketing challenges. 20
7. Discuss the process involved in the conduct of international marketing research. 20
8. (a) Discuss some of the social, ethical and environmental issues concerning international marketing.
(b) Enumerate the steps involved in international sales-force management. 10, 10