

Printed Page:-

Subject Code:- GMKT101

Roll. No:

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, NIET BUSINESS SCHOOL,
GREATER NOIDA

(An Autonomous Institute Affiliated to AKTU, Lucknow)

PGDM (GLOBAL)

TRIMESTER: IV - THEORY EXAMINATION (November-2024.)

Subject: International Marketing

Time: 2.5 Hours

Max. Marks: 60

General Instructions:

IMP: Verify that you have received the question paper with the correct course, code, branch etc.

1. This Question paper comprises of three Sections -A, B, & C. It consists of Multiple Choice Questions (MCQ's) & Subjective type questions.

2. Maximum marks for each question are indicated on right -hand side of each question.

3. Illustrate your answers with neat sketches wherever necessary.

4. Assume suitable data if necessary.

5. Preferably, write the answers in sequential order.

6. No sheet should be left blank. Any written material after a blank sheet will not be evaluated/checked.

SECTION-A

15

1. Attempt all parts:-

1-a. The following is usually the first stage in the international marketing involvement process: (CO1, K2) 1

- (a) Direct Investment
- (b) Exporting
- (c) Licensing
- (d) None of these

1-b. The following is NOT a common trade barrier _____. (CO2, K2) 1

- (a) Tariffs
- (b) Embargoes
- (c) Free Trade Agreements
- (d) None of these

1-c. The primary focus of international marketing is _____. (CO3, K2) 1

- (a) Selling products or services domestically
- (b) Expanding business operations to multiple countries
- (c) Promoting cultural exchange
- (d) All of these

1-d. In international marketing, companies need to be aware of and adapt to _____ 1

differences. (CO4, K2)

- (a) Cultural
- (b) Legal
- (c) Economic
- (d) All of these

1-e. The process of dividing a market into distinct groups of buyers with different needs, characteristics, or behaviors is known as _____. (CO5, K2) 1

- (a) Market segmentation
- (b) Market targeting
- (c) Market positioning
- (d) All of these

2. Attempt all parts:-

- 2.a. Mention the advantages of international marketing. (CO1, K2) 2
- 2.b. Mention the disadvantages of direct exporting.(CO2, K2) 2
- 2.c. Explain the meaning of a non-tariff barrier. (CO3, K2) 2
- 2.d. Mention the role of secondary data in international marketing research. (CO4, K2) 2
- 2.e. Describe the challenges which might be faced by a company when implementing a global marketing program. (CO5, K2) 2

SECTION-B

15

3. Answer any three of the following:-

- 3-a. Mention the primary purpose of the World Trade Organization (WTO). (CO1, K2) 5
- 3-b. Describe some challenges which might arise when conducting international marketing research. (CO2, K2) 5
- 3-c. Explain the role played by international partnerships in a global marketing program. (CO3, K2) 5
- 3-d. Your company is considering entering the Chinese market for the first time. Suggest an entry mode during the initial stage, and give reasons for your answer. (CO4, K2) 5
- 3.e. Mention the Importance of Regional Trade blocs like ASEAN, SAARC & OPEC. (CO5, K2) 5

SECTION-C

30

4. Answer any one of the following:-

- 4-a. Describe the impact of globalization of consumer goods on the role of physical stores vs. online shopping.(CO1, K2) 6
- 4-b. Mention the challenges faced by companies in managing the global distribution of consumer goods. (CO1, K2) 6

5. Answer any one of the following:-

- 5-a. Differentiate between the terms Licensing & Franchising in International Marketing.(CO2, K4) 6

- 5-b. Discuss the Significance of International Marketing to the Marketers and to the Economy. (CO2, K2) 6
6. Answer any one of the following:-
- 6-a. Discuss the objectives of the Exim Policy of India. (CO3, K2) 6
- 6-b. Discuss the roles of WTO in globalization.(CO3, K2) 6
7. Answer any one of the following:-
- 7-a. Mention the ways in which globalization has influenced consumer preferences and tastes. (CO4, K2) 6
- 7-b. Explain how cultural differences influence consumer behavior in a globalized world. (CO4, K2) 6
8. Answer any one of the following:-
- 8-a. Mention the role played by global branding in shaping consumer perceptions of goods. (CO5, K2) 6
- 8-b. Elaborate the Characteristics of Third Party Negotiations. (CO5, K2) 6

REG:JULY_DEC-2024