

3M6308

Roll No. _____

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M. B. A. III Sem. (Main/Back) Exam., Jan. 2016

**M-308 International Marketing
(Major)**

Time: 3 Hours

Maximum Marks: 70

Min. Passing Marks: 28

Instructions to Candidates:

- (i) *The question paper is divided in two sections.*
- (ii) *There are sections A & B. Section A contains 6 questions out of which the candidate is required to attempt any 4 questions. Section B contains short case study / application based question which is **compulsory**.*
- (iii) *All questions carry **equal** marks.*

1. NIL

2. NIL

SECTION-A

Q.1 A product that is perfectly good for one market may have to be adapted for another. Discuss the various reasons for adaptation & various strategies which can be used as a tool for adaptation. [14]

Q.2 Discuss the various stages of the research process with relation to problems encountered in international market. Give examples. [14]

Q.3 Review the key variables that affect the marketer's choice of distribution channel for an international market. [14]

Q.4 Explain briefly why international trade takes place. What are the gains from international trade? Illustrate your answers with Indian examples. [14]

Q.5 Suggest an approach may follow in adjusting prices to accommodate exchange rate fluctuations. [14]

Q.6 Write notes on (any two):- [7+7=14]

- (a) WTO
- (b) World Bank
- (c) IMF

SECTION-B

Q.7 **Cash Study:** [14]

MARKETING PLAN

HI-FASHION LTD.

A HI-FASHION garment is a small-scale Company manufacturing high quality fashion garments. Its annual sales are around ₹20 lakhs, mostly in a few major metropolitan centers in India. It does not have its own distribution outlets but sells to some selected retailers who market them under their own brand names. The company has both gents & ladies line. The proprietor of HI-FASHION for sometime is considering the fact that if the turnover of the company is to be increased, it might be easier through exports. Domestic market for the fashion garments neither is fairly limited nor is it expected to record any substantial growth in the immediate future.

In order to explore the export market, he has recently sent his number to a man in his organization to Western Europe. He has just returned & had submitted a market survey report. The proprietor is considering whether on the basis of the report it would be worthwhile to try to make an entry in this market. And if the attempt is to be made, what will be the appropriate marketing plan for this purpose.

Q.1 Analyse the distinguish characteristics of the European clothing market.

Q.2 Prepare a broad outline of the marketing plan for HI-FASHION Ltd.