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MASTER OF BUSINESS ADMINISTRATION (M.B.A.)
EXAMINATION : DECEMBER - 2022
SEMESTER - III
Sub: International Marketing (MMM307)

Date: 24/12/2022 **Total marks: 60** **Time: 10.00 am To 12.30 pm**

SECTION – I

- Q. 1. Fill in the blanks. (5)**
1. The international market goes beyond the ___ marketer and becomes more involved in the marketing environment in the countries in which it is doing business.

a) Import	b) Export
c) Multinational	d) Domestic

 2. A _____ is a tax on goods upon importation.

a) Tariff	b) Non-tariff
c) Ad-valorem	d) Quotas

 3. _____ is the most traditional and well-established form of operating in foreign markets.

a) Importing	b) Joint venture
c) Exporting	d) Turnkey project

 4. The word G.A.T.T stands for _____.

a) Global Agreement on Tariffs and Trade	b) Group Agreement on Tariffs and Trade
c) Government Agreement on Tariffs and Trade	d) General Agreement on Tariffs and Trade

 5. The exchange rates for each country's currency are fixed under the rules framed by the _____.

a) WTO	b) GATT
c) IMF	d) World Bank
- Q. 2. Answer the following. (Any Two) (20)**
1. What are trade barriers? Write a note on various types of trade barriers.
 2. Differentiate between domestic marketing and international marketing.
 3. Write a detailed note on India's new foreign trade policy.
 4. Discuss any three market entry strategies in international marketing.
- Q. 3. Write notes on. (Any Two) (10)**
1. "IBRD finances investments across all sectors and provides technical support and expertise at each stage of a project." Comment on this statement.
 2. Discuss various functions of World Trade Organization.
 3. What role does Export Promotion Councils play in promoting exports?

SECTION – II

Q. 4. Case Study

(15)

Two senior executives of the World's largest firms with extensive holdings outside the home country speak. Company A: "We are a multinational firm. We distribute our products in about 100 countries. We manufacture in over 17 countries and do research and development in three countries. We look at all new investment projects both domestic and overseas using exactly the same criteria". The execution from company A continues, "of course the most of the key posts in our subsidiaries are held by home country nationals. Whenever replacements for these men are sought, it is the practices, if not the policy, to look next to you at the lead office and pick someone (usually a home country national) you know and trust". Company B: "We are a multinational firm. Our product division executives have worldwide profit responsibility. As our organizational chart shows, the United States is just one region on a par with Europe, Latin America, Africa etc. in each division". The executives from company B goes on to explain, "the worldwide Product Division concept is rather difficult to implement. The senior executives in charge of these divisions have little overseas experience. They have been promoted from domestic posts and tend to view foreign consumer needs as really basically the same as ours. Also, product division executives tend to focus on domestic market, because it generates more revenue than foreign market. The rewards are for global performance, but strategy is to focus on domestic. Most of the senior executives simply do not understand what happens and really do not trust foreign executives, even those in key positions.

Questions

1. Which company is truly multinational and Why?
2. Suggest a suitable title for the above case.

Q. 5. Answer the following:

(10)

- a) Explain the role of Special Economic Zones (SEZ's) in the development of an economy.

OR

- b) Why there was a need to establish W.T.O and how did W.T.O came into effect?
