

PGDM- IB (2015-17)
INTERNATIONAL MARKETING

Subject Code: IB-301

Trimester – III, End – Term Examination, March 2016

Time allowed: 2.5 hours

Max. Marks: 50

Roll No. : _____

Instruction: Students are required to write their roll number on every page of the question paper, writing anything except the roll number will be treated as Unfair Means. In case of rough work, please use the answer sheet.

Section A

Attempt only **THREE** questions.
Word limit: 200 words

Marks: 5*3=15

1. What industry sectors are more likely to rely on franchising to tap foreign markets? Give examples.
2. Where do companies use the concept of transfer pricing? Give examples
3. Which selection criteria are considered when making a choice of distributors in international marketing?
or
What changes have the Japanese distribution model incorporated in the last one decade?
4. What do you understand by
 - a. International franchising
 - b. Private labels in international retail
5. Explain any one of the following
 - a. Emic versus etic in IMR
 - b. Construct and measurement equivalence

Section B

Attempt only **TWO** questions.
Word limit: 400 words

Marks: 10*2=20

1. What factors have led to the growth of the mobile commerce, especially in the emerging markets? Explain the trends in the growth of m-commerce.
2. Ambush marketing has become the norm in closely fought battles in different sectors. Justify this statement using examples from three different sectors.
3. Identify and detail a few mistakes made by foreign firms in India/ Indian firms abroad, due to lack of cultural understanding and appreciation.

Section C

Compulsory Case study

Marks: 15