

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**MBA– SEMESTER –III-EXAMINATION – WINTER-2023**

**Subject Code:4539241****Date: 05-12-2023****Subject Name: International Marketing Management****Time:10:30 AM TO 1:30 PM****Total Marks: 70****Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.
4. Use of simple calculators and non-programmable scientific calculators are permitted.

- Q.1** Explain the meaning of the following terms. **14**
- (a) Country-Of-Origin.
  - (b) Co-branding
  - (c) Export Merchant
  - (d) NAFTA
  - (e) Trade Fairs
  - (f) Grey Market
  - (g) International Logistics
- Q.2** (a) Define International Marketing as given by AMA. What can be the benefits of International Marketing? **07**
- (b) Explain life cycle of the international product with suitable examples **07**
- OR**
- (b) What are the various distinct steps in new product development? **07**
- Q.3** (a) Describe the various strategies related to product promotion & adaptation along With examples. **07**
- (b) Do you consider Dumping as ethical? Explain in detail by giving reasons. **07**
- OR**
- Q.3** (a) Discuss various factors you keep in mind while selecting international channels of distribution. **07**
- (b) What are the issues and challenges faced in communicating across countries? Describe in detail with appropriate insights. **07**
- Q.4** (a) What are the methods for determining the transfer price? **07**
- (b) Describe the documentation required in International Trade. **07**
- OR**
- Q.4** (a) Explain various modes of entry into foreign markets. **07**
- (b) Examine the factors influencing the decisions for having a standardized vis-a-vis localized advertising process across countries? **07**

Q.5

**CASE STUDY:**

**Consumer Behavior in International Context:**

Muslim women cover themselves with the modest dress called a "Hijab". Both Muslim men and women have their right and place in society. Women wear "Hijab" because of their desire to adhere to Islamic morality as well as the sign of high status given to them by Allah. Hijab also signs a modest heart and not just the outer gamut of the country. Western women have no such restrictions and they are competing with men in each field as well as are treated at par with men. Now, assume that Iran's new leaders now welcome Western business, particularly U.S. business with a commitment that their staff would respect the religious, ethical, and moral beliefs of the nations, Consider that before Ayatollah Khomeini's revolution. Iran's women showed increasing interest in Western goods. This Khomeini introduced a ban on Western goods and goods because equated with religious evil. Now the market has opened up once more after a drought of years.

- (a) What type of goods or services should be introduced for test marketing to the female population of Iran? **07**
- (b) Whether any modification in product or service should be made to generate demand from women? **07**

**OR**

- Q.5 (a) What segment of the market should be targeted first? Give details like gender, age, social class, rural, urban etc. Justify your choice of segment. **07**
- (b) What kind of attributes should be considered while selecting a salesstaff? **07**

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