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Total number of printed pages – 2

MBA
MBA 406 A (New)

Fourth Semester (Back) Examination – 2013
INTERNATIONAL MARKETING

QUESTION CODE : B576

Full Marks – 70

Time : 3 Hours

*Answer Question No. 1 and 2 which are compulsory and any **four** from the rest.
The figures in the right-hand margin indicate marks.*

1. Answer the following questions : 2×10
- (a) What is Transnational Marketing ?
 - (b) What is Foreign Trade ?
 - (c) What is outward approach ?
 - (d) What does EU stand for ?
 - (e) What does WTO stand for ?
 - (f) What is understood by management contract ?
 - (g) What is counter trade arrangement ?
 - (h) What is generalized floating exchange rate ?
 - (i) What is FEMA ?
 - (j) What is understood by Current Account ?

2. **CASE STUDY :**

Anima Miskar, the CEO of Delta Shoes, a company developing shoe designs for Indian shoe manufacturers, has been enjoying virtual monopoly in its kind of business. Its uniqueness of business and consequent success in the field, inspires CEO, Anima Miskar, to go for a due diligence of the company's strategies to understand what more can be done for the company. Interestingly, the bigwigs of Delta Shoes find that they can only create new designs, but not much of new market, as they have been in the business for pretty long time without experiencing a real good pace of growth.

P.T.O.

Anima Miskar after discussing the matter with his senior management team, appoints a consulting market research firm to work on finding out the possibilities of Delta's work being appreciated and needed elsewhere in the world. The consulting firm does extensive European and American market research for the kind of product Delta Shoes offers. Their work reveals that Delta Shoes has great potential in many of the countries outside India where shoe manufacturing organizations are fast growing and looking for special designs to solve their shoe marketing problems. Anima Miskar takes this opportunity to go international and appoints you, a young MBA, to design the complete overseas expansion program for Delta Shoes in its ambitious venture.

Assignment :

Design the overseas expansion program on behalf of Delta Shoes with a step by step approach from your knowledge of international marketing. 10

3. Critically examine and analyze the essential features of India's trade policy for 2013-14 with your knowledgeable comments. 10
4. Explain Vern Terpstra's alternative foreign market entry modes with examples. 10
5. How does one go about overseas market research? Delineate a step by step approach. 10
6. Lay down the EPRG frame work and explain in detail with example. 10
7. What are the essential differentiating features between domestic and international marketing? Exemplify your answer. 10
8. Write notes on any **two** of the following :
 - (a) Export Promotion Council
 - (b) Mate' Receipt
 - (c) Revolving Letter of Credit.