

University of Pune
Department of Management Sciences (PUMBA)

403 (A) – International Marketing

Max. Marks : 50

Time : 2 ½ Hours

All questions are compulsory. Question No.1 carries 25 marks, the balance shared equally between the other two.

1. The Role of the Chief Marketing Officer (CMO) is a vital one in driving the company's efforts in pursuing an 'International Business Strategy'. What are the roles and responsibilities of a CMO in ensuring its success?

2. Identify the major factors that have a bearing on the type of market entry that an international marketer might select. Is there any one or more that are important than others? Explain fully.

3. Explain in detail the meaning and implications of the statement: "If a company is to be successful in foreign markets, its management must have a good understanding of all aspects of the environment within which it will be operating."

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Note: 1) Q.1 is compulsory. Attempt any three of the remaining.

1. What are the recent trends in world trade and FDI? What impact global linkages have on countries, corporate and consumers? Give Examples. **(Marks 14)**
2. What is the impact of political and legal environment on International Marketing? Which Laws are of particular concern to the Markets? **(Marks 12)**
3. Discuss the merits and demerits of Mergers and Acquisition as a strategy for International Market Entry? Give examples of Mergers & Acquisitions intended for availing different synergies between the acquiring and the targets company. **(Marks 12)**
4. What are the pros & cons of product standardization vs. adaptation? Explain the core product, packaging and servicing levels of product adaptation. Illustrate your answer with suitable examples. **(Marks 12)**
5. Write short Note on any three: **(Marks 12)**
 - a) Problems of Data Collection in International Market Research.
 - b) Countertrade.
 - c) Importance of Verbal and Non-verbal language of country for the marketer.
 - d) International Marketing promotion adaptation.
 - e) Role of UNCITRAL in the International Legal Environment.