

University of Pune
Department of Management Sciences (PUMBA)
403 (A): International Marketing

Max. Marks: 50

Time: 2 ½ Hours

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.