

Reg No.: _____

Name: _____

APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY
Fourth Semester MBA Degree Examination June 2022 (2020 scheme)

Course Code: 20MBA260

Course Name: International Marketing

Max. Marks: 60

Duration: 3 Hours

PART A

Answer all questions. Each question carries 2 marks

Marks

- | | | |
|---|---|-----|
| 1 | List out the benefits of International Marketing. | (2) |
| 2 | Define Niche Marketing. | (2) |
| 3 | Define Retrograde pricing. | (2) |
| 4 | List out the roles of EXIM Banking. | (2) |
| 5 | What are the challenges in International Promotion? | (2) |

PART B

Answer any 3 questions. Each question carries 10 marks

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| 6 | Differentiate between International and Domestic Marketing. | (10) |
| 7 | Explain the International Product Life Cycle Stages. | (10) |
| 8 | Describe about Foreign exchange Regulations in International Marketing. | (10) |
| 9 | What are the roles of export promotion organisations? | (10) |
| 10 | Elaborate about product adaptation and standardisation. | (10) |

PART C

Compulsory question. This question carries 20 marks

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| 11 | <p>“McDonald’s has gone through several phases in its Indian market. After Introducing its famous McAloo Tikki and chicken Maharaja Mac, McDonald’s next step was to win consumer trust and it went all out with its marketing activities to woo them. Another way to win over Indians was by offering low prices and best street food”.</p> <p>a) Critically evaluate the various reasons for McDonald’s success in India by focusing upon various concepts of International Marketing.</p> | (20) |
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