

Reg No.: _____

Name: _____

APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY

Fourth Semester MBA Degree Regular and Supplementary Examination May/June 2023

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 | Define Concentrated Marketing. | (2) |
| 2 | List out the restraining forces in International Marketing. | (2) |
| 3 | List out the stages of International Product Life Cycle. | (2) |
| 4 | Define product standardisation. | (2) |
| 5 | Explain in brief about EXIM Bank. | (2) |

PART B*Answer any 3 questions. Each question carries 10 marks*

- | | | |
|----|--|------|
| 6 | Explain about the various aspects relevant to Quality control and pre-shipment inspection. | (10) |
| 7 | Describe about International distribution Strategies and channel system. | (10) |
| 8 | Explain about Foreign Trade Policy and export promotion measures. | (10) |
| 9 | Examine the various aspects of International Marketing of services. | (10) |
| 10 | Describe about the significance of International Logistics. | (10) |

PART C*Compulsory question. This question carries 20 marks*

- | | | |
|----|---|------|
| 11 | “Amazon’s growth in the e-commerce company’s international business is blazing past its growth at home. Amazon’s international sales surged 60% compared to the same time last year far outpacing the 40% growth it saw in North America and marking Amazon’s second quarter in a row of higher growth overseas”. | (20) |
| | a) Critically evaluate the various reasons for Amazon’s success by focusing upon various concepts of International Marketing. | |
