

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA-SEMESTER-III-EXAMINATION-WINTER-2024

Subject Code: 4539241

Date: 13/12/2024

Subject Name: International Marketing Management

Time: 10:30 AM TO 01:30 PM

Total Marks: 70

Instructions:

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.
4. Use of simple calculators and non-programmable scientific calculators are permitted.

- Q.1** Explain the meaning of the following terms. **14**
- (a) International Marketing
 - (b) TRIMs
 - (c) Price Standardization
 - (d) Ethnocentricity
 - (e) Trunk Operations
 - (f) Export Merchant
 - (g) Contract Manufacturing

- Q.2** (a) What are the steps involved in the marketing research process? Explain each of them in brief. **07**
- (b) What is Grey Market? Define International Pricing strategies and the pricing objectives. **07**

OR

- (b) What methods can be used to compare a transfer price (for transactions between affiliated companies)? **07**
- Q.3** (a) Describe the international product life cycle theory and compare with domestic PLC. **07**
- (b) Explain Sales Promotion and Advertising Strategies in international marketing with example **07**

OR

- Q.3** (a) What are the various distinct steps in new product development? **07**
- (b) Which one you prefer observation or questioning in collecting overseas data? Why? **07**

- Q.4** (a) Explain the warehousing & insurance strategies to be followed in International Marketing. **07**
- (b) Examine the factors influencing the decisions for having a standardized vis-a-vis localized advertising process across countries? **07**

OR

- Q.4** (a) Which kind of Psychological and Social aspects, international marketers have to take into consideration? **07**
- (b) Explain Letter of Credit as a means of payment in international trading with its advantages and disadvantages. **07**

Q.5 Case Study: Global Expansion of a Tech Startup

NovaTech, a tech startup specializing in AI-powered solutions for healthcare. NovaTech has experienced significant growth in its domestic market. The company is now considering expanding into international markets to capitalize on global demand for innovative healthcare solutions.

Q.5 (a) What factors should NovaTech consider when identifying potential international markets? **07**

(b) How can NovaTech adapt its AI-powered solutions to meet the specific needs of different international markets? **07**

OR

(a) What marketing strategies should NovaTech employ to promote its brand and products in international markets? **07**

(b) What risks should NovaTech consider and how can it mitigate them? **07**