**Q.P. Code : 61346**

**Fourth Semester M.B.A. (Day) Degree Examination,**
**September/October 2020**

*(CBCS – 2014-15 onwards)*

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**Management**

**Paper 4.3.2 – INTERNATIONAL MARKETING STRATEGY**

*Time : 3 Hours]* *[Max. Marks : 70*

SECTION – A

Answer any **FIVE** of the following questions. Each question carries **5** marks : **(5 × 5 = 25)**

1. Describe various reasons for a firm to enter International market.

2. Briefly explain the impact of Political and Legal factors on International marketing.

3. What are exit strategies? Discuss the reason for firms to exit.

4. Explain the criteria of selecting target countries for Global Market.

5. What is Brand name? List out the steps involved in selection of Brand name.

6. Explain the product life cycles in International marketing.

7. Write short notes on :

   (a) Merger and Acquisitions (b) BRICS.

SECTION – B

Answer any **THREE** of the following questions. Each question carries **10** marks : **(3 × 10 = 30)**

8. Explain the process of International marketing research.

9. Explain the various International market entry modes with examples.

10. Explain international distribution channels. What are the criteria for selection of channel in International markets?

11. Explain export documentation. What are the different types of export documents required for exporting goods?

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SECTION – C

12. Compulsory (Case Study) : **(1 × 15 = 15)**

The Covid crisis has posed various challenges to human beings-across the world. One of the major problems faced by government was the non-availability of PPE kits. Personal Protective Kits are the safety covering kit used by the medical professionals in the front line (like doctors and nurses in hospitals) who might have to handle the patients infected with Covid virus short supply of PPE Kits was a major problem the health workers had to face in the beginning. Most of the supplies were coming from China. While China has reopened after a round of infections, there were large number of cases in Europe and United States. Hence Indian users were not getting sufficient supply. Disruption of the Cargo route was another challenge. This made the Indian government to promote manufacturing of PPE Kits in the country. The technology and availability of the raw materials caused big problems. The government actively supported there ventures. As a result, by middle of May India was producing 4.5 lakhs PPE Kits a day with manufacturing capacities expected to grow further, the Ministry of Textiles sees a possibility for India to step in with PPE Kits in international market once export opens up.

Questions :

(a) Explain how Covid-19 has impacted International trade of PPE Kits?

(b) Explain how the government policies impact International trade?

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