

Madras University

M.B.A Finance - International marketing 2009

PARTA-(5*5=25 marks)

Answer any five Questions

All Questions Carry equal marks.

1. Define International marketing and state its importance.
2. What are the uses of Letter of Credit? Enlist Various types of Letter of Credit?
3. Explain the objectives of ECGc.
4. Distinguish between 'Desk Research' and 'Field Research'.
5. What is counter trade? Is it advantageous?
6. what factors do you think would influence most of the market entry decision in International Trade?
7. Write an explanatory on:
 - a) Export packing
 - b) Joint Ventures
 - c) marine Insurance.
8. Explain salient features of "Free Trade Zone".

PART B- (4*10=40 marks)

Answer any FOUR questions.

All question carry equal marks.

9. How do cultural, economic and political factors affect the environment for International Marketing?
10. Define Tariff and Non-tariff barrier. How do Non-tariff barrier differ from tariffs? why non-tariff barriers become more important in recent years?
11. Discuss the major features of India's EXIM policy.
12. Evaluate the major recent trends in the india's foriegn trade.
13. Explain the role of:

- a) European Economic Community (EEC)
- b) UNCTAD
- c) Preferential Trade Area (PTA) and
- d) GATT

14. Critically evaluate the performance of ECGC in Promoting Exports.

PART C- 15 marks)

Compulsory

15. Case study.

FASHION LTD:

Hi-fashion garments is a small-scale Company manufacturing high quality fashion garments. Its annual sales are around Rs.20 lakhs, mostly in a few major Metropolitan Centres in India. It does not have its own distribution outlets but sells to some selected retailers who market them under their own brand names. The Company has both gents and ladies line. The proprietor of Hi-fashion for some time is considering the fact that if the turnover of the company is to be increased, it might be easier through exports. Domestic market for the fashion garments is fairly limited nor is it expected to record any substantial growth in the immediate future.

In order to explore the export markets, he has recently sent his number two man in this organisation to western Europe. He has just returned and had submitted a market survey report which is produced in the Annexure. The Proprietor is considering whether on the basis of the report it would be worthwhile to try to make an entry in this market. And if the attempt is to be made, What will be the appropriate marketing plan for this purpose?

- a) Analyse the distinguishing characteristics of the European Clothing Market.
- b) Prepare a broad outline of the marketing plan for HI-fashion Ltd.