

Jan. 2010

Roll No. ....

Subject Code—3183-X

**M.B.A. EXAMINATION**

(Fourth Semester)

(Re-appear)

MM-410/IB-417

**INTERNATIONAL MARKETING**

*Time : 3 Hours*

*Maximum Marks : 100*

**Note :** Attempt any *Five* questions. All questions carry equal marks.

1. Define international marketing. How is international marketing broader in scope compared to domestic marketing ?
2. What is Twinkey Project ? Explain the advantages and disadvantages of Twinkey Project.

3. Critically analyse the agenda and the success of WTO meeting in Hong Kong in December, 2005.
4. Analyse the emerging trends in India's International Trade since 1991.
5. Discuss the steps taken by IMF to solve the problem of international liquidity.
6. What is international product life cycle ? Explain the marketing strategies during different stages of product life cycle.
7. What is dumping ? Explain the different types of dumping ?
8. Write short notes on the following :
- (i) Export Quotations
  - (ii) ECGC.