

Dr. Babasaheb Ambedkar Open University, Ahmedabad

Term-End Examination : January-2026

Course Name : MBA

Subject Name : International Marketing

Subject Code : MBA04EM410

Date : 06-03-2026

Time : 03:00PM TO 05:15PM

Max Marks : 70

Q.-1. Answer the following question (Attempt any one) in about 1200 words. (14)

- (1) Describe the Types of Distribution Strategies in International Marketing.
- (2) Discuss the Theoretical Foundations of Internal Analysis.

Q.-2. Write answers to any one of the questions given below (in 1,200 words). (14)

- (1) The socio-cultural fabric is an important environmental factor that must be analysed while formulating business strategies.-Elaborate it.
- (2) Describe the Greenfield Investments in detail.

Q.-3. Write answers to any one of the questions given below (in 1,200 words). (14)

- (1) Discuss the types of Pricing Strategies in International Marketing.
- (2) Explain the Special Economic Zones (SEZs) in detail.

Q.-4. Answer the following question (Attempt any one) in about 1200 words. (14)

- (1) Explain the concept of Global Marketing and discuss the challenges faced by the firms and its Importance of in global Marketing.
- (2) Discuss the World Trade Organization (WTO) in detail.

Q.-5. Write short notes on any three of the following topics. (09)

- (1) Nature of International marketing.
- (2) Types of Private Label branding providers.
- (3) Employment-Oriented Agriculture
- (4) Franchising.
- (5) Exchange Rate.

Q.-6. Multiple Choice Questions (0 5)

(1) What is one of the high-value crops from Jammu & Kashmir supported by the EXIM Policy?

- A) Coffee
- B) Tea
- C) Saffron
- D) Rubber

(2) It is a market model in which trade in goods and services between or within countries flow unhindered by government-imposed restrictions.

- A) Liberalization
- B) Free trade
- C) Trade barriers
- D) All of the above.

(3) International promotion refers to:

- A) Promotion within a country
- B) Promotion for rural markets
- C) Promotion of products in foreign markets
- D) Government promotion

(4) Distribution channels act as a link between:

- A) Producers and government
- B) Producers and customers
- C) Wholesalers and retailers
- D) Exporters and importers

(5) Which of the following is NOT a challenge in international marketing?

- A) Cultural differences
- B) Legal environment
- C) Domestic competition only
- D) Political environment
