



**S-2596**

**M. Com. (Part - I) Examination**

**March / April – 2011**

**Marketing : Paper - III**

*(International Marketing) (Paper No. 106) (New Course)*

**Time : 3 Hours]**

**[Total Marks : 70**

**Instructions :**

(1)

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|---|--|--|--|
| નીચે દર્શાવેલ નિશાનીવાળી વિગતો ઉત્તરવહી પર અવશ્ય લખવી.<br>Fillup strictly the details of signs on your answer book. |  | Seat No. :                                       |  |
| Name of the Examination :   |  | <input type="text"/>                             |  |
| M. Com. (Part - 1)  |  | <input type="text"/>                             |  |
| Name of the Subject :   |  | <input type="text"/>                             |  |
| Marketing Paper- 3 (106) (New)  |  | <input type="text"/>                             |  |
| Subject Code No. : <input type="text"/> 2 <input type="text"/> 5 <input type="text"/> 9 <input type="text"/> 6      |  | Section No. (1, 2,...): <input type="text"/> 1&2 |  |
|   |  | Student's Signature                              |  |

- (2) Answer to the two sections should be written in **separate** answer books.
- (3) Question number 1(a) in section I and question number five in section II are **compulsory**.
- (4) All other questions have internal options within them.
- (5) Figures to the **right** indicate the full marks of the question.

**SECTION-I**

- 1 (a) Explain the meaning and scope of international marketing. Discuss some benefits of international marketing with relevant examples. **9**
- (b) Explain the process of transition for a company from domestic to international marketing with suitable examples. **9**

**OR**

- (b) List and explain the similarities and differences between domestic and international marketing. **9**
- 2 (a) Discuss the impact of socio cultural environment on the firm in the process of shifting from domestic to international marketing. **9**

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**1**

**[Contd...**

- (b) How does WTO play an important role in the international marketing environment ? Explain with relevant examples. 8

**OR**

- 2 (a) Explain the impact of Geographic and demographic environment on international marketing decisions with examples. 9
- (b) Globalisation has played an important role in the development of international marketing discuss. 8

## **SECTION-II**

- 3 (a) Explain with relevant examples some of the fundamental reasons for the basis of international trade between Nations. 7
- (b) Discuss with an example the comparative cost advantage theory of international trade in brief. 7

**OR**

- 3 (a) Explain with an example the factor proportions theory of international trade with an examples. 7
- (b) Evaluate some of the Trade Theories of International Trade in brief. 7
- 4 (a) Explain the process of market segmentation in international marketing. 7
- (b) Discuss the theory of international product life cycle with an example. 7

**OR**

- 4 (a) Discuss the process of positioning of products in international marketing. 7
- (b) Explain with some examples the concept of product adaptation in international marketing. 7
- 5 Dokia incorporate is a multinational company situated in USA. It markets a range of mobile phones and accessories in many countries of the world .Recently it is planning to enter India for marketing a range of mobile handsets and accessories for the Indian consumer. As an advisor to the company for ensuring the successful launch of its products in India suggest some strategies related to the cultural environment and product adaptation for the company. 7