



**SIDDHARTH INSTITUTE OF ENGINEERING & TECHNOLOGY  
(AUTONOMOUS) :: PUTTUR**

Siddharth Nagar, Narayanavanam Road – 517583

**QUESTION BANK (DESCRIPTIVE)**

**Subject with Code :INTERNATIONAL MARKETING(16MB744)Course & Branch: MBA  
IIYear II-SemRegulation: R16**

**UNIT –I**

**International Marketing**

1. What are the features of international marketing?
2. Explain the important of international marketing.
3. Why is there a need for international marketing?
4. What are the advantages and disadvantages of international marketing?
5. Differentiate Domestic marketing VS international marketing.
6. Discuss the challenges faced by international sellers?
7. How can cultural environment affect the international marketing environment?
8. How can various legal and political factors pose a challenge for an international marketer?
9. Discuss the different elements of international market environment.
10. Explain the components of international economic environment?

**UNIT –II****International Market Entry Strategies**

1. Discuss criteria for market entry decision and factors affecting the selection of entry mode.
2. What is exporting? And discuss the factors to be considered in exporting.
3. Explain indirect exporting? Briefly discuss methods of indirect exporting.
4. What is domestic purchasing? Discuss in detail.
5. List the advantage and disadvantage of indirect exporting.
6. Define direct exporting with advantages and disadvantages.
7. Give a brief notes on foreign manufacturing strategies without direct investment.
8. Give a brief notes on foreign manufacturing strategies with direct investment.
9. Write short notes on
  - a)contract manufacturing b)assembly operations c)strategic alliances
10. Discuss various methods followed by Indian companies to enter global market.

**UNIT-III****International Product Management**

1. Give notes on product management and explain the features and levels of product?
2. Discuss concept of international product positioning.
3. What is IPLC? And discuss different stages of international product life cycle.
4. Explain the various models of IPLC?
5. What is geographic expansion discussed in detail?
6. Define new product. With various scope and categories of new products in international market.
7. The psychological attributes of a product influence the culture of international market- give your comment.
8. What is international brand? Discuss various characteristics of successful brands at international level.
9. Write the purpose of branding in international market.
10. Discuss the various methods of branding decisions.

**UNIT-IV****International Marketing Strategies**

1. Give notes on international marketing channels.
2. Discuss channel distribution structure in international market
3. Discuss patterns of distribution in international market.
4. Factors influencing choices of channels in international market.
5. Challenges in managing an international distribution strategies.
6. How to manage the physical distribution of goods in international market.
7. Discuss advertising and branding.
8. Discuss grey market goods with examples.
9. Discuss order processing methods in international market.
10. Discuss any four factors which are affecting choices of channels in international market.

**UNIT-V****Export Marketing**

1. What is the role of export marketing in international market?
2. What is the importance of export marketing at the national level?
3. Discusses the importance of export marketing at business or enterprises level.
4. Challenges faced by the international marketer at export marketing.
5. Discuss the EXIM policy of India.
6. Discuss export costing and pricing.
7. Give brief note on features of export marketing.
8. Write a detail on export documentation.
9. Discuss about export assistance and incentives in India
10. Give a brief notes on export procedure or processing of an export order.

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