

Total number of printed pages–2

**6 SEM TDC INMT 1 (Sp)**

**2021**

( August/September )

**COMMERCE**

( Speciality )

Course : 601

***( International Marketing )***

Full Marks : 40

Pass Marks : 12

Time : 2/1½ hours

***The figures in the margin indicate  
full marks for the questions.***

Answer **any four** questions : (word limit–**250**  
words) 10×4=40

1. One of the strategies multinational companies use to enter in international market is joint-venture. Being the marketing manager of such companies, what are the challenges and opportunities to be considered when planning an international business venture ? 5+5=10

*Contd.*

2. When entering into a new foreign market, one of the biggest challenges for the international marketer is to choose between standardization and adaptation strategy. Under what circumstances, the marketing manager should choose either of the two choices available with him or her. 10
  
3. Considering you to be the Marketing Manager of a U.S. based MNC dealing in baby skincare products who would like to enter into Indian market for business. What are the possible ways by which the company can enter into the Indian market ? 10
  
4. A shoe manufacturing company with cut throat competition from its host country wants to promote its product by communicating the product's unique attributes which are different from its competitors to the customers. You are asked to plan and prepare a feasible communication mix for that shoe company. 10
  
5. What are the promotional strategies that would be adopted by you to promote agricultural products in International Market ? 10