

**Roll No.**  
**SAP ID**



**UNIVERSITY OF PETROLEUM AND ENERGY STUDIES**  
**On-line End Semester Examination, October 2020**

**Course: International Marketing**  
**Programme: BBA Marketing**  
**Semester: 3rd**

**Course Code:.....**

**Time: 03 hrs.**

**Max. Marks: 100**

**Instructions:**

Read the questions carefully and answer in your own words.

The online examination committee of the School would also look for similarity of two answer scripts and if answer scripts of two or more students are found similar, both the answer scripts shall be treated as copied and lead to cancellation of the paper. In view of the aforesaid points, the students are warned that they should desist from using any unfair means.

**SECTION A: All the questions are compulsory.**

S. No.		Marks	CO
1	How should marketers cope with advertising regulations?	05	CO3
2.	Give two major issues confronting international marketers result from currency Movement.	05	CO4
3.	Government policies do not have any impact on pricing decisions. - Do you agree?	05	CO3
4.	Describe gray markets. Explain how they develop.	05	CO2
5.	The first step of a global strategic marketing plan starts with market situation analysis.- Explain.	05	CO1
6.	Some corporate strategy experts believe that in the twenty-first century, the role of the country manager will be minimal. - Illustrate.	05	CO3
<b>SECTION B: All the questions are compulsory.</b>			
7.	Although some feel country managers are obsolete, most companies believe they are essential to the firm. What reasons make country managers more important than ever	10	CO1
8.	Describe the communication challenges faced when entering emerging markets.	10	CO1
9.	Describe the direct and indirect channels of distribution that are available to exporters. As part of the description process, indicate any conditions or advantages that might be present in these channels	10	CO2
10.	What situations are conducive to localization of advertising from the viewpoint of the international advertiser? Explain.	10	CO3
11.	What are the strategic options for emerging market firms in global marketing? Under what conditions would each be suggested?	10	CO2

	<b>SECTION C: Attempt any one of the following- Long answer type</b>		
12.	<p>What is transfer pricing? Comment on the stakeholders and key drivers that impact the decision maker faced with transfer pricing.</p> <p style="text-align: center;"><b>OR</b></p> <p>Antidumping measures are very popular with most of the governments of industrialized nations. What measures might exporters consider to hedge themselves against antidumping procedures? Which method do you think is probably the best? Justify your answer.</p>	<b>20</b>	<b>CO2</b>

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