

Programme: MBA
 Course: International Marketing
 Course Code:11.673.6
 Enrolment no. _____

 Full Marks: 70
 Time: 3 Hrs.

Q.No.	Questions	CO	Bloom Taxonomy Category	Marks
Section I				
1	Short Answer type questions.			
a	Illustrate the meaning of Strategic alliances. Explain with help of an example. or	CO1	Apply	4 x 5 = 20
	What are the three key risks associated with International Marketing Management, and how do they impact global business strategies?	CO1	Understand	
b	Explain the concept of Foreign exchange market? Discuss with example or	CO2	Understand	
	What are the key variables that shape the International Marketing Environment, and how do they influence global business operations?	CO2	Understand	
c	Discuss the role channel of distribution plays in the International market. or	CO3	Understand	
	Explain the concept of International e Commerce.	CO3	Understand	
d	What are the key features of the Make in India program, and how does it contribute to India's industrial growth and economic development? or	CO4	Understand	
	Explain the concept of Export Oriented Units.	CO4	Understand	
Section II				
Long Answer type questions.				
2	How does the New Trade Theory explain international trade dynamics, and what are the significant contributions of Adam Smith and David Ricardo to the evolution of international trade theory? or	CO1	Understand	3 x 10 = 30
	What are the different modes of entering foreign markets, and how does each method facilitate international business expansion?	CO1	Analyze	
3	Explain how various legal and political factors pose a challenge for an international marketer. or	CO2	Analyze	
	Explain the various components of International Marketing Environment? Explain them in brief with examples.	CO2	Analyze	
4	Analyze the various factors which you keep in mind while the selecting international channels of distribution. or	CO3	Analyze	
	How do the phases of the International Product Life Cycle shape strategic product planning, and what role do they play in global market expansion?	CO3	Analyze	
Section III				
Application based questions				
5	How do strong and courageous reforms complement financial support in achieving a truly self-reliant India (Atma Nirbhar Bharat), and what are their key implications for economic growth? or	CO4	Analyze	1 x 20 = 20
	How do the success of the 'Make in India' program and the 'Skill India' initiative, along with radical labor reforms, collectively contribute to India's industrial growth and economic progress? Analyze with logical reasoning.	CO4	Evaluate	

Course Outcomes

Course Outcomes: On completion of this course, the students will be able to

CO 1: Have a fair understanding of International marketing concept and evolution stages.

CO 2: Apply the concept of International Marketing to transformation from domestic marketing to international marketing through case studies and real examples.

CO 3: Have a clear understanding about the International Marketing ecosystem and its impact on designing International Marketing strategy.

Have a clear understanding of International Economic and Political Integration including regional alliances and how it impacts International Marketing Process. One must also gain fair understanding of economic integrator like World Bank, WTO, IMF, alliances like European union, and agreements like GATT.

CO 4 - To be trained as an International Marketeer ready to enter domestic brands & commodities in International markets.