

**M.B.A. (Semester—IV) Examination**  
**INTERNATIONAL MARKETING ENVIRONMENT**  
**Paper—MBA/4206/SM**

Time : Three Hours]

[Maximum Marks : 70

**Note :—** (1) Attempt **ALL** questions.

(2) Figures to the right indicate full marks.

**SECTION—A**

1. (a) Discuss in detail the various International Institutions related to International Marketing. 14

**OR**

- (b) Distinguish between International Marketing and Domestic Marketing. Why firms go international ? Give reasons. 14

**SECTION—B**

2. (a) What do you mean by Bilateral and Multilateral trade agreement ? 7
- (b) Bhutan is a Himalayan country situated in between India and China. There are long cultural ties between India and Bhutan. All the daily needs are supplied by India where as other infrastructure related development is assisted by China. The strategic location of Bhutan is very much important for India and China. Hence both the countries are taking initiatives in doing Bilateral trade agreements with Bhutan. Considering the above information and your knowledge with the latest development, comment on the scope of Bilateral trade development between India and Bhutan. Justify your answer. 7

**OR**

- (c) Discuss the Phenomena of economic integration in World Trade. 7
- (d) How does trade barriers affects the International Trade of various countries with respect to technological goods ? 7
3. (a) Discuss in brief institutional infrastructure for export promotion in India. 7
- (b) Following agriculture products are to be exported to Europe by a co-operative society. Help the society for proper export promotion and support.
- (1) Coffee beans from Chikaldara
- (2) Honey and Strawberries from Melghat. 7

**OR**

- (c) Explain the role of Commodity Boards in Promotion of exports in India. 7
- (d) As an export consultant help Mr. Kasdekar for export of his farm goods in documentation required for the same. 7

#### SECTION—C

- 4. (a) Explain the following terms in the context of exports—shipping, transportation and insurance. 7
- (b) Describe the various instruments of Payments required for exports. 7

#### OR

- (c) What do you mean by negotiations of documents ? Explain in detail. 7
- (d) What do you understand by letter of credit ? Why and how it is used regarding exports ? 7

#### SECTION—D

- 5. In International Marketing Environment Technology Development faces extensive coordination on problem, externalities, missing markets and cumulative effects. More importantly firm face learning problems : learning to use new technologies, even those existing elsewhere, require new skills, efforts and institutional change. The diffusion of technologies even in industrial countries poses challenges, in developing countries, it is generally far more difficult. This is why simply exposing firms to unregulated markets may not lead to sufficient technological learning. Firms may not be able to bear the costs involved or link their own learning processes with those of other firms that provide them with inputs or buy their outputs and so affect their own competitiveness. (Such technological interdependence can lead to under-investment by all linked firms.) And mastering new technology is not just a once-for-all task. It is a process that requires continuous upgrading and deepening of all kinds of intellectual capital as well as of supporting networks and institutions. Without this, countries can remain at the bottom of the technology ladder where their competitive edge lies in simple assembly or processing based on cheap labour—once wages rise they lose this edge. Thus, as they master the simpler elements of technology, they have to move into more advanced technological capabilities. As technologies change, they have to upgrade their own capabilities to remain competitive. As they gain competence in simple activities, they have to move into more advanced ones, although this process may not necessarily be linear. At each stage, learning needs new knowledge, skills and organisation. At every stage, it becomes more challenging. In the new technological context, the challenges themselves become greater. The confluence of the two new analytical factors noted is that the building of new capabilities is critical to technology development in the emerging global competitive scene, even for developing countries that are not “Innovators”.
- (a) Analyse the case situation and identify the key facts involved in the case. 7
- (b) What are the problems and challenges in technology development for the firms and countries ? 7