



2. A) Differentiate between Domestic marketing and international marketing 8  
B) Enumerate on different types of tariff barriers 7  
OR
2. C) Explain briefly about SAARC and its objectives 8  
D) As an international marketing student suggest any three international market entry methods. 7
3. A) Explain briefly the steps in international marketing research 8  
B) Discuss Hofstede's six dimension of culture. 7  
OR
3. C) What is international marketing environment? Explain economic environment. 8  
D) Explain economic integration and its types 7
4. A) Discuss bases for market segmentation in international marketing 8  
B) Mention different types of international distribution channels. 7  
OR
4. C) Highlight various international pricing methods. 8  
D) Explain various international promotional tools. 7
5. A) Mention the steps in selection of overseas market 8  
B) Distinguish between Multi domestic strategy and global strategy 7  
OR
5. Write short notes on – (any 3) 15  
a. Transnational strategy  
b. Service culture  
c. Transfer pricing  
d. Mass marketing strategy  
e. World bank

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