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Some of the frequently asked exam questions on international marketing are as follows: Q.1.

State and discuss the principle underlying international trade. Ans.

International trade is a trade

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*among countries
or different
geographical
areas. The
earliest trade
between
countries
occurred when
they were able
to supply one
another with
goods which ...*

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Paper

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about*

*international
marketing final
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and answers with
our best example
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more about
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marketing*

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MARKETING

PRINCIPLE &

PRACTICE 2/4 8)

*A company's
total marketing
communications
mix consists of*

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*a special blend
of advertising,
sales promotion,
public
relations,
personal
selling, and
direct-marketing
tools that the
company uses to
communicate
customer value
and build
customer*

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relationships.

*This is also
called _____. A)
direct marketing*

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roles in
international
marketing. What
are these roles
and how does
each affect
individual
business firms?*

*· As an
environmental
force affecting
international/ex
port marketing,*

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*government
intervenes in a
single country's
economy by being
a participator,
planner,
controller, or
stimulator.*

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*international
marketing
program must
generally be
modified and
adapted to
foreign markets.
This
international
marketing
program uses
strategies to
accomplish its
marketing goals.*

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Within each foreign nation, the firm is likely to find a combination of marketing environment and target markets that are different from those of its own home country and other foreign countries.

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Final
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NOTES Marketing
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Management •

Marketing is an
organizational
function and a
set of processes

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*for creating,
communicating,
and delivering
value to
customers and
for managing
customer
relationships in
ways that
benefit the
organization and
its
stakeholders.*

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**Master of
Business**

Administration

**Note: This paper
consists of two
Sections A and
B. Attempt any
three questions
from Section A.
Section B is
compulsory.**

**Exam Questions
on International**

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Marketing
James Bond is looking for an intermediary that specialies in researching foreign markets for a client's products.

Additionally, he would like this intermediary to handle all the routine details

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*of getting his
products to the
foreign
customers that
he anticipates
he will have
during the next
business year.*

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