

Module 1

1. Discuss the process of international marketing. Pg 7
2. Explain the benefits associated with international marketing. Pg 22
3. Elaborate on the process of internationalization. Pg 21
4. Explain the theory of absolute advantage. Pg 39
5. Explain the theory of relative advantage. Pg 40.
6. Discuss the tariff related marketing barriers. Pg 90
7. Discuss the non-tariff related marketing barriers. Pg 95

Module 2

1. Elaborate the six types of political systems. Pg 135
2. Discuss the three types of economic systems. Pg 137
3. Differentiate between common law and statute law. Pg 169
4. Discuss trademark, copyright, patent and trade secret in brief. Pg 182
5. Define culture and discuss its characteristics. Pg 205

Module 3:

1. Differentiate between psychology, sociology and cultural anthropology. Pg 251
2. Explain any three methods of data collection. Pg 298
3. Differentiate between reliability and validity. Pg 303
4. Elaborate the six types of market entry strategies. Pg 328
5. Discuss the any four variables studied for doing market analysis of a country. Pg 323
6. Write a short note on Free Trade Zones. Pg 357

Module 4:

1. Discuss the steps in new product development. Pg 378
2. Market segmentation is necessary. Justify. Pg 380
3. Elaborate the six factors that have a bearing on the product adoption process. Pg 384
4. Explain the four levels of branding decisions. Pg 427
5. Elaborate on the desired characteristics of a brand. Pg 443
6. Discuss any four advertising media useful for international marketing. Pg 569

Module 5:

1. Discuss any four factors that help explain the pricing behaviour of an international firm. Pg 608
2. Explain the four types of dumping. Pg 617
3. Elaborate the concept of transfer pricing. Pg 628
4. Define countertrade and discuss its types. Pg 636
5. Explain any four types of letter of credit. Pg 651
6. Discuss the four types of offshore financial centers. Pg 688