



QP CODE: 25802224

Reg No :

Name :

MBA DEGREE EXAMINATION, MAY 2025

Fourth Semester

Faculty of Management Science

Master of Business Administration

Elective - MB850408 - INTERNATIONAL TRADE PROMOTION STRATEGIES

2019 Admission Onwards

F4312487

Time: 3 Hours

Maximum Marks: 60

Part A

*Answer any **five** questions. Each question carries **2** marks.*

1. What is global market segmentation?
2. State the theory of absolute advantage in international trade.
3. What is brand piracy?
4. What are the factors affecting the Media Planning?
5. Explain Challenges in International sale Management?
6. What is Export Promotion Councils ?
7. What is Export House?

(5×2 = 10 Marks)

Part B

*Answer any **five** questions. Each question carries **6** marks.*

8. Explain the factors to be considered while selecting an advertising agency.
9. Explain about the Range Brand Strategy.
10. Describe the key steps involved in creating a media plan for an advertising campaign.
11. Elucidate the role of electronic media for trade promotion.
12. Developing a brand is much more difficult than developing a product. Comment.





13. What are the functions of export promotion programs?
14. Explain how the World Trade Organization (WTO) facilitates international trade.

(5×6 = 30 Marks)

Part C

*Answer any **two** questions. Each question carries **10** marks.*

Question number 17 is compulsory .

15. Explain Media Planning and Analysis:Tactical Considerations.
16. Explain about the Government Regulations for Export and Import.

Compulsory Question

17. Give a detailed explanation about Export Promotion Initiatives by State Government.

(2×10 = 20 Marks)

