



QP CODE: 24802924



24802924

Reg No :

Name :

MBA DEGREE EXAMINATION, MAY 2024

Fourth Semester

Faculty of Management Science

Master of Business Administration

Elective - MB850408 - INTERNATIONAL TRADE PROMOTION STRATEGIES

2019 Admission Onwards

50B3934F

Time: 3 Hours

Maximum Marks: 60

Part A

Answer any five questions. Each question carries 2 marks.

1. Enumerate the classification of international trade.
2. List the components of media plan.
3. List out the functions of media planning in advertising.
4. Define the term "cultural diversity" in the context of media planning.
5. What are the objectives of media planning?
6. What is Export Promotion Council.
7. State five government support programs for international trade promotion.

(5×2 = 10 Marks)

Part B

Answer any five questions. Each question carries 6 marks.

8. Explain the importance of selecting the right advertising agency for a brand.
9. Discuss the role of export promotion council in promoting exporters.
10. Explain how language limitations can impact international advertising campaigns.
11. Explain the challenges presented by cost limitations in media planning.
12. Describe the government regulations for import and export.





13. Discuss the significance of the Special Economic Zones (SEZs) in promoting exports.
14. What are the main objectives of Export Process Zones?

(5×6 = 30 Marks)

Part C

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

Question number 17 is compulsory .

15. Give a detailed explanation about Global Advertising.
16. Evaluate the key factors that influence media planning decisions in advertising campaigns. Discuss how each factor impacts the execution of the media plan.

Compulsory Question

17. Analyze the role of Foreign Embassies in supporting the export promotion activities of Indian businesses.

(2×10 = 20 Marks)

