

B.B.A. (2010 COURSE) SEM-V : SUMMER – 2019
SUBJECT : ELECTIVE -I INTERNATIONAL MARKETING
(INTERNATIONAL BUSINESS MANAGEMENT)

Day : Monday

Date : 22-04-2019 S-2019-2021

Time : 2:00 P.M. To 5:00 P.M.

Max. Marks : 70

N.B.

- 1) Attempt any **FIVE** questions
- 2) Each question carries **EQUAL** marks

- Q.1** What are the different international marketing channels available to business firms? Explain with suitable examples. **(14)**
- Q.2** Provide a detailed note on quality issues for Indian products in international markets. **(14)**
- Q.3** Why is conduct of market research important for business firms entering into foreign markets? **(14)**
- Q.4** Conduct an assessment of global marketing opportunities for two wheeler motorcycles manufactured by Indian companies. **(14)**
- Q.5** Discuss in detail the benefits and challenges of international marketing for Indian companies. **(14)**
- Q.6** Write a detailed note on consumer behavior in the global context. **(14)**
- Q.7** Write short notes on **ANY TWO** of the following : **(14)**
- a) Domestic V/s International marketing
 - b) Foreign market entry strategies
 - c) Pricing for international markets
 - d) Global quality standards

* * * *