

B.B.A. SEM – V (2015 CBCS Course) : SUMMER - 2019
SUBJECT : ELECTIVE – I : INTERNATIONAL MARKETING
(International Business Management)

Day : Monday
Date : 22/04/2019

S-2019-1969

Time : 02.00 PM TO 05.00 PM
Max. Marks : 100

N.B.

- 1) Attempt any **FOUR** questions from Section – I and any **TWO** questions from Section – II.
- 2) Answers to both the sections should be written in '**SAME**' answer book.
- 3) Figures to the right indicate **FULL** marks.

SECTION – I

- Q.1** Explain the benefits of international marketing. **(15)**
- Q.2** Discuss the factors influencing selection of international marketing channels. **(15)**
- Q.3** Write a note on Franchising and Licensing as a foreign market entry strategy. **(15)**
- Q.4** Discuss the advantages and disadvantages of market – oriented pricing. **(15)**
- Q.5** Write short notes on any **TWO**: **(15)**
- a) International trade fairs
 - b) Marketing contract
 - c) TQM
 - d) Global brands

SECTION – II

- Q.6** Design a distribution channel for any two of the following Indian products that have a huge demand in global markets . **i)** Jewellery **ii)** Cut Flowers **iii)** Soft toys **iv)** Agro food products. State the advantages of the suggested distribution channel. **(20)**
- Q.7** There are several factors or problems, which make development of integrated marketing communication in global markets difficult for an international firm. Explain with suitable examples. **(20)**
- Q.8** 'Culture', which is a very complex factor is often a critical component of international business environment. Proper understanding of the cultural dimension is very important for product development and promotion. Elaborate. **(20)**

* * *