

**M.B.A. (GEN.) SEM-IV / M.B.A.(HR) SEM-IV (2016 Course) CBCS :
SUMMER - 2019**

**SUBJECT : INTERNATIONAL BUSINESS MANAGEMENT :
INTERNATIONAL MARKETING
(COMMON FOR M.B.A. (G) & M.B.A. (H.R.))**

**Day : Saturday
Date : 20/04/2019**

S-2019-2216

**Time : 10.00 AM TO 01.00 PM
Max. Marks : 60**

N.B.

- 1) Attempt **ANY THREE** questions from Section – I and **ANY TWO** questions from Section – II.
 - 2) Figures to the **RIGHT** indicate **FULL** marks.
 - 3) Both the sections should be written in a **SAME** answer book.
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SECTION – I

- Q.1** What do you mean by term ‘International Marketing’? Differentiate between domestic and International Marketing. **(10)**
- Q.2** ‘Effective International marketing Research is crucial to prevent marketing failures.’ Justify the statement with suitable examples. **(10)**
- Q.3** Explain determinants of pricing strategies in International Markets with suitable examples. **(10)**
- Q.4** Identify and describe various tools and techniques suitable for International Marketing communication with reference to International Markets. **(10)**
- Q.5** Write short notes on **ANY TWO** of the following. **(10)**
- a) Packaging strategies
 - b) Distribution logistics
 - c) Global quality standard

SECTION - II

- Q.6** Design a branding strategy entering into European Market. **(15)**
- Q.7** Suggest and justify the international market entry strategies for an Indian Company planning to export branded turmeric into global markets. **(15)**
- Q.8** As an international marketing manager of a small car manufacturing company , design an international marketing research plan to launch small cars in African countries **(15)**

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