

**M.B.A. (GEN.) / M.B.A. (HR) / M.B.A. (IT) / Semester - III (2012  
COURSE)(CHOICE BASED CREDIT SYSTEM) / M.B.A. (FM)  
Semester - III (2013 (CHOICE BASED CREDIT SYSTEM) :  
SUMMER - 2019**

**SUBJECT: ELECTIVE – II: INTERNATIONAL MARKETING (IBM)**

Day : Tuesday  
Date : 07/05/2019

Time 10.00 AM TO 01.00 PM  
Max. Marks: 100

**S-2019-2255**

**N.B.:**

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

**SECTION-I**

- Q.1** What is International Marketing? What is its importance in the business scenario today? **(15)**
- Q.2** Explain the International market research process with examples. **(15)**
- Q.3** Due to globalization the role of integrated marketing communication is assuming strategic role in advanced countries. Comment. **(15)**
- Q.4** Discuss the importance of supply chain management in International marketing, with examples. **(15)**
- Q.5** Write short notes on any **TWO** of the following: **(15)**
- a) Determinants of Market selection in the global market
  - b) Factors in International Packaging Decisions
  - c) Sources of Marketing Information in International markets
  - d) FOB Pricing strategy

**SECTION-II**

- Q.6** Discuss market entry strategies for Indian “Ready to Eat” and “Ready to Cook” instant food items in the American Market. **(20)**
- Q.7** Explain the role of International Quality Assurance agencies in International marketing, with examples. **(20)**
- Q.8** Write in detail the role of Shipping Corporations in International Marketing. **(20)**

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