

S.D.E.

**B.B.A. (2006 Course) Sem-V : SUMMER - 2019**  
**SUBJECT: ELECTIVE –I: d) INTERNATIONAL MARKETING (IB)**

Day : Wednesday  
Date : 08/05/2019

**S-2019-4921**

Time 02.00 PM TO 05.00 PM  
Max. Marks: 80

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**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) Answers to both the sections should be written in **SAME** answer book.
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**SECTION-I**

- Q.1** What are the opportunities and challenges in International Marketing? (16)
- Q.2** How is environments affects International Marketing decisions? Comment with suitable examples. (16)
- Q.3** What are the alternate Market Entry Strategy for International Marketing? (16)
- Q.4** How is Global Marketing Strategies different than Domestic Marketing Strategies? (16)
- Q.5** Write short notes on any **TWO** of the following: (16)
- a) Quality issues in Global market
  - b) Benefits of International Marketing
  - c) Consumer Behaviour in Global context

**SECTION-II**

- Q.6** How will you carry out market Research for entering Global market? Take suitable assumptions if required. (16)
- Q.7** What Marketing Strategies will you formulate to launch Automobile product in International Market? (16)
- Q.8** You are a CEO of Domestic Aurved Company, formulate a plan of action to Internalizing your business. Explain the plan of action during various phased of Internationalizing Business. (16)

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