

S.D.E.

M.B.A. (E) Sem-IV (2 Year Course) : SUMMER - 2019
SUBJECT ELECTIVE-III: B) INTERNATIONAL MARKETING (IB)

Day: Wednesday
Date: 15/05/2019

Time: 02.00 PM TO 05.00 PM
Max. Marks: 70

S-2019-5223

N.B:

- 1) Attempt **ANY FOUR** questions from Section-I. Each question carries **10** marks.
 - 2) Attempt **ANY TWO** questions from Section-II. Each question carries **15** marks.
 - 3) Answer to both the sections should be written in ' **SAME** ' answer book.
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SECTION-I

- Q.1** How International marketing is different than domestic marketing? Explain with suitable examples.
- Q.2** How is Marketing Mix different for International Market? Justify your answer with examples.
- Q.3** International Pricing is more complex than Pricing for a Domestic Market. What elements must be considered for International Pricing?
- Q.4** What are the alternate Promotion Strategies available for International Business? Explain.
- Q.5** Write short notes on **ANY TWO** of the following:
- a) Global Branding
 - b) Direct Marketing
 - c) Distribution Strategy for International Market.

SECTION-II

- Q.6** What are the alternate ways of entering International Market? Explain with its merits and demerits.
- Q.7** Suggest strategy for an Indian Company in Automobile to develop Global Brand.
- Q.8** Prepare a launching strategy for a Pharmacy Company to enter North American Market.

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