

S.D.E.
M.B.A. Sem-IV (2013 Course) : SUMMER - 2019
SUBJECT: ELECTIVE V: INTERNATIONAL MARKETING
(INTERNATIONAL BUSINESS)

Day: Monday
Date: 20/05/2019

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

S-2019-5058

N.B:

- 1) Attempt **ANY THREE** questions from Section-I and **ANY TWO** from Section-II.
- 2) Figures to the right indicate **FULL** marks.
- 3) Answer to the Section-I and Section-II should be written in the **SAME** answer book.

SECTION-I

- Q.1** Explore the features and significance of International Marketing Quote (14)
suitable examples.
- Q.2** Identify the sources of information for International Marketing Research. (14)
Discuss the process steps in International Marketing Research.
- Q.3** Explain the major 'determinants of pricing' for International Marketing, of (14)
these which are 'controllable' and which are 'uncontrollable'?
- Q.4** Discuss the various issues pertaining to Quality in global markets. (14)
- Q.5** Write notes on **ANY TWO:** (14)
- a) 'EPRG' framework
 - b) Modes of 'IMC'
 - c) Role of shipping corporations

SECTION-II

- Q.6** As a Marketing Manager of a leading Pharmacy Company in India, formulate (14)
a strategy to enter International Market.
- Q.7** Your company has developed a Hybrid Car for the International Market. (14)
Develop the alternate distribution system for the International Market.
- Q.8** As a Head of Market Research Department, Develop the Research Plan for (14)
selecting the market for exporting your product. Explain the tools and
techniques for collecting the suitable information.

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