

**B.B.A. SEM – V (2015 CBCS COURSE) : SUMMER - 2018**  
**SUBJECT: ELECTIVE – I 4) INTERNATIONAL MARKETING**  
**(International Business Management)**

Day : **Wednesday**  
Date : **02/05/2018**

**S-2018-1615**

Time : **02.00 PM TO 05.00 PM**  
Max. Marks: 100

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**N.B.:**

- 1) Attempt **ANY FOUR** Questions from Section- **I** each question carries **15** marks.
  - 2) Attempt **ANY TWO** Questions from Section- **II** each question carries **20** marks.
  - 3) Answer to both the Sections should be written in **SEPARATE** answer book.
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**SECTION-I**

- Q.1** What are the challenges in international marketing? Explain in detail **(15)** international marketing process.
- Q.2** ‘Cultural, Political and Legal factors have an impact on the international **(15)** marketing activities of a company.’ Discuss.
- Q.3** What do you mean by marketing information system (MIS)? Discuss in detail **(15)** different foreign market entry strategies.
- Q.4** Write a detailed note on integrated marketing communication and pricing policy **(15)** for international markets.
- Q.5** How does the ‘Quality of product’ affect the entry of that product in global **(15)** market? Explain with suitable examples

**SECTION-II**

- Q.6** A famous singer from USA, who also composes his songs & dances well on the **(20)** stage, is planning a tour to four metro cities in India during the festival season. Present a marketing (especially promotion) plan for his tour to India.
- Q.7** Fruit exports from India to Europe and USA have often suffered embarrassment **(20)** and financial loss; because of rejection on the basis of poor quality. Prepare a note appraising the fruit exporters about the global quality standards and the probable measures that may have to be adopted to avoid rejection, hence loss.
- Q.8** Present a scheme for assessing global marketing opportunities for Indian game **(20)** ‘Kabaddi’.

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