

(Gen)  
M.B.A. SEM-IV / M.B.A.(HR) SEM-IV (2016 COURSE) CBCS :  
SUMMER - 2018

SUBJECT : (INTERNATIONAL BUSINESS MANAGEMENT)  
INTERNATIONAL MARKETING

Day : **Saturday**  
Date : **12/05/2018**

**S-2018-1842**

Time **02.00 PM TO 05.00 PM**  
Max. Marks : 60

**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 **SEPARATE** answer book.

**SECTION – I**

- Q.1** Explain in detail the concept of International Product Life Cycle (IPLC) with appropriate examples. (10)
- Q.2** Discuss various factors affecting International pricing. (10)
- Q.3** 'Knowledge of political environment and legal and regulatory environment of any international market is essential for successful international marketing.' Discuss. (10)
- Q.4** Discuss the role of World Trade Organization (WTO) in International Marketing. (10)
- Q.5** Write short notes on any **TWO**: (10)
- a) Global quality standards
  - b) Packing strategies for international markets
  - c) Franchising for International Marketing
  - d) Modes of transportation in the International Market

**SECTION – II**

- Q.6** You company a pharmaceutical company manufactures mainly for the European market. (15)  
You are expected to design an international distribution channel for fast transfer of goods from manufacturer in India to your European distributors. Also highlight various factors affecting your choice of the channel of distribution.
- Q.7** As an expert of International Marketing, you are expected to advise to your client on the advertising in the international market and other means of communication. (15)
- Q.8** An Indian Auto Component Manufactures plans to enter the European market. You are expected to suggest suitable foreign market entry strategies for the company overseas operation. (15)

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