

**M.B.A. (GEN.) / M.B.A. (HR) / M.B.A. (IT) / SEMESTER - III
(2012 COURSE)(CHOICE BASED CREDIT SYSTEM) / M.B.A.
(FM) SEMESTER - III (2013 (CHOICE BASED CREDIT SYSTEM)
: SUMMER - 2018
SUBJECT : (INTERNATIONAL BUSINESS MANAGEMENT)
INTERNATIONAL MARKETING**

Day : **Wednesday**
Date : **16/05/2018**

S-2018-1878

Time : **10.00 AM TO 01.00 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.
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SECTION – I

- Q.1** Explain the role of the World Trade Organization (WTO) in International Marketing. (10)
- Q.2** Discuss what is a Joint Venture with relevant examples. (10)
- Q.3** ‘As a product moves from one stage of its lifecycle to another (PLC) International Marketing Strategy changes’. Discuss. (10)
- Q.4** Explain various factors affecting channels of distribution in International Marketing. (10)
- Q.5** Write short notes on any **TWO**: (10)
- a) Segmentation for International Market
 - b) Benefits of Contract Manufacturing
 - c) International Marketing Information System
 - d) Exporting Licensing

SECTION – II

- Q.6** With your vast experience of International Marketing you are to advise a group of small scale manufacturers on the various problems of quality issues for Indian product in International Business. (15)
- Q.7** As a consultant of International Marketing you are expected to highlight the role of trade fair and exhibitions in International Marketing. (15)
- Q.8** Suggest a frame work for preparing a promotion mix for export of processed food (Indian Cuisine) to the US and European market. (15)

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