

S.D.E.

B.B.A. (2006 COURSE) SEM-V : SUMMER - 2018

SUBJECT : ELECTIVE - I: d) INTERNATIONAL MARKETING (IB)

Day : **Friday**
Date : **08/06/2018**

S-2018-4317

Time : **02.00 PM TO 05.00 PM**
Max. Marks : 80

N.B.:

- 1) Attempt **ANY FOUR** questions from Section - I and attempt **ANY TWO** questions from Section - II.
- 2) Answers to both the sections should be written in the **SEPARATE** answer books.
- 3) Figures to the right indicate **FULL** marks.

SECTION - I

- Q.1** Explain Market Entry Strategies adopted by MNC's operating in India. Give [12] suitable examples.
- Q.2** What is Export Pricing? What are the factors influencing export price of each [12] of the following:
a) Wedding Saree
b) Italian Furniture?
- Q.3** How will you conduct "GOTA" on behalf of an MNC marketing FMCG in [12] Global Market? Illustrate your answer.
- Q.4** "International Marketing begins and ends with Global Customer". Comment on [12] this statement by citing examples.
- Q.5** Write short notes on **ANY TWO** of the following: [12]
a) Global Quality Standards
b) International Marketing of services
c) Product Adaptation
d) Intermediaries Functions

SECTION - II

- Q.6** Demonstrate International Marketing Communication Network for export of: [16]
a) Medicated Soap
b) T - shirts
- Q.7** Outline the changing role of International Agencies for promotion of exports of [16] Branded Jewellery in Global Market.
- Q.8** How will you design an effective International Distribution System for Dabur [16] India Ltd., in European Market?

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