

S.D.E.

M.B.A. (E) SEM-IV (2 YEAR COURSE) : SUMMER - 2018

SUBJECT ELECTIVE-III: B) INTERNATIONAL MARKETING (IB)

Day: Saturday  
Date: 02/06/2018

S-2018-4586

Time: 02.00 P.M. TO 05.00 P.M.  
Max. Marks: 70

---

N.B:

- 1) Attempt **ANY FOUR** questions from Section-I. Each question carries **10** marks.
  - 2) Attempt **ANY TWO** questions from Section-II. Each question carries **15** marks.
  - 3) Answer to both the sections should be written in **SEPARATE** answer book.
- 

**SECTION-I**

- Q.1 International Marketing planning requires complex elements to be considered? Explain the important steps undertaken with suitable examples.
- Q.2 International Marketing Mix requires mixing of various elements. Explain.
- Q.3 Promotion Policy for International Market is different? How it is different? Explain.
- Q.4 Explain the alternate distribution strategy for International Business.
- Q.5 Write short notes on **ANY TWO** of the following:
- a) Product policy
  - b) International pricing
  - c) Direct marketing

**SECTION-II**

- Q.6 How will you develop Global Brand? Explain the strategic framework for the same.
- Q.7 Suggest Marketing Mix plan for a Tour and Travel company for a Global market.
- Q.8 You want to launch a new product in European Market. Carry out market survey to identify potential of the Market.

\* \* \* \* \*