

S.D.E.

M.B.A. SEM-IV (2013 COURSE) : SUMMER - 2018

SUBJECT: ELECTIVE-V INTERNATIONAL MARKETING (INTERNATIONAL BUSINESS)

Day : **Thursday**
Date : **21/06/2018**

S-2018-4421

Time : **02.00 PM TO 05.00 PM**
Max.Marks:70

N.B.

- 1) Attempt **ANY FOUR** questions from **section-I** and attempt **ANY TWO** questions from **section-II**
- 2) Figures to the right indicate **FULL** Marks.
- 3) Both Sections should be written in the **SEPARATE** answer book

SECTION-I

- Q.1** Distinguish between Domestic marketing and International marketing. **(10)**
- Q.2** What are the determinants of international market selection? Discuss international market entry strategies. **(10)**
- Q.3** Explain the factors that influence international pricing decisions. **(10)**
- Q.4** Discuss the quality standards that should be considered while marketing products in the international markets. **(10)**
- Q.5** Write short note on **ANY TWO** of the following: **(10)**
- a) Multinational & Transnational corporations
 - b) Branding for international markets
 - c) Deemed Export
 - d) Sources of information for international marketing.

SECTION-II

- Q.6** “Most expensive and challenging part of international marketing is developing your own system for distribution in a foreign country. It is wise to leave this to the existing local network in the country, to which your company is exporting”. Justify citing suitable examples. **(15)**
- Q.7** “Our main challenge in promoting Football game in India is religion!” said the marketing head of world’s premier football federation. He added with a smile, “Cricket is the religion of India” Discuss the statement from international marketing point of view. **(15)**
- Q.8** Marketing strategists for international brands of Toothpaste like Colgate, Pepsodent are worried about the rise of Patanjali’s brand of toothpaste ‘Dantkanti’ What worries them is not the price but cultural association and strength of the Patanjali’s umbrella brand. Examine the various issues involved. **(15)**

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