

S.D.E.
B.B.A. (2006 Course) Sem-V : WINTER - 2018
SUBJECT: ELECTIVE –I: d) INTERNATIONAL MARKETING (IB)

Day : Tuesday
Date : 04/12/2018

W-2018-4474

Time 02.00 PM TO 05.00 PM
Max. Marks: 80

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** How is Consumer behavior influenced with psychological, social and cultural environment? Explain the cross cultural issues affecting consumer behavior. **(16)**
- Q.2** Explain the role and significance of Marketing Information System for effective International Marketing. **(16)**
- Q.3** What are the Market entry strategies for a Automobile Company Planning to launch its new car in International Market? **(16)**
- Q.4** Develop an effective International Marketing Mix Plan for Pickles in Middle East Countries. **(16)**
- Q.5** Write short notes on any **TWO** of the following: **(16)**
- a) Global Brands
 - b) Benefits of International Marketing.
 - c) Global Quality Standards

SECTION-II

- Q.6** What are the various Intermediates involved in International distribution for Fast Moving Consumer Products. **(16)**
- Q.7** Prepare comprehensive plan for International Marketing of T-20 Cricket World Cup that India will be hosting in 2019. **(16)**
- Q.8** Traditional Indian Foods are not permitted in European and American Market. Whereas Asian Market do not raise serious objections on Indian Food. As a Marketing Manager design a product mix for given situation. **(16)**

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