

**S.D.E.**  
**M.B.A. (E) Sem-IV (2 Year Course) : WINTER - 2018**  
**SUBJECT : ELECTIVE – III : INTERNATIONAL MARKETING**  
**(International Business)**

Day : Thursday  
Date : 06/12/2018

**W-2018-4762**

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

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**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 **SAPARATE** answer book.
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**SECTION – I**

- Q.1** How does ‘Marketing’ differ from ‘Selling’ in its scope and activity? Justify with reference to today’s international marketing environment.
- Q.2** “Planning is the essence of successful international marketing”. Comment on this statement and frame an effective international marketing plan for any product of your choice.
- Q.3** Explain various product promotion strategies in international markets with suitable examples.
- Q.4** What is ‘Global Branding’? Design global branding strategies for a FMCG product of your choice.
- Q.5** Write short notes on any **TWO**:
- a) Identification of market
  - b) Marketing mix for services sector
  - c) Direct Marketing
  - d) FOB Pricing

**SECTION – II**

- Q.6** Design a suitable international distribution strategy for a leading Indian educational book publishing house for entering into international market. Explain fully with assumptions.
- Q.7** Design an effective international marketing mix strategies for exporter of:
- a) Luxurious Cars
  - b) LED TV
- Q.8** Carry out the ‘SWOT’ analysis of exporters of:
- a) Mineral Water
  - b) Fruit Juice

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