

S.D.E.

M.B.A. Sem-IV (2013 Course) : WINTER - 2018

SUBJECT: ELECTIVE-V INTERNATIONAL MARKETING (INTERNATIONAL BUSINESS)

Day : Tuesday
Date : 11/12/2018

W-2018-4590

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** What is International Marketing? What are the problems of International Marketing? (10)
- Q.2** Explain in detail, the process of International Market Research. (10)
- Q.3** Explain the determinants of pricing. Discuss how pricing of domestic market differs from pricing in International Market. (10)
- Q.4** Discuss the different types of Intermediaries in International Marketing of products and services. (10)
- Q.5** Write short note on **ANY TWO** of the following: (10)
- a) MNC Vs TNC
 - b) Incoterms
 - c) Global Branding
 - d) Packaging for International Markets

SECTION-II

- Q.6** "To promote a brand into a foreign market is a complex exercise. It involves many problems ranging from choosing the right Brand Ambassador to selection of media for promotion". Explain in the context of an international Brand of Automobile (car) which is about to enter the Indian Market. (15)
- Q.7** Imagine yourself to be In Charge of the India tourism corporation's campaign to promote India as destination to the potential tourists from Japan, Thailand and Korea. Explain your plan for promoting India in those markets. (15)
- Q.8** Role of shipping corporations, is going beyond only shipping. These days, they will not only transport the goods, but also help the exporter to locate and engage the customers. Explain giving suitable examples. (15)

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