

**B.B.A. (2010 COURSE) SEM- V : WINTER - 2017**  
**SUBJECT: Elective-I: d) INTERNATIONAL MARKETING**  
**(IBM)**

Day: **Tuesday**  
Date: **14/11/2017**

**W-2017-1575**

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

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**N.B:**

- 1) **Q. No. 1 is COMPULSORY.**
  - 2) Attempt any **FOUR** questions from **Q.No.2 to Q.No.6.**
  - 3) All question carry **EQUAL** marks.
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- Q.1** Discuss in detail, scope, challenges and benefits of International Marketing. **(14)**
- Q.2** Discuss in detail factors influencing global business environment. **(14)**
- Q.3** What is the need and scope of marketing research and information system for International Marketing decisions? **(14)**
- Q.4** Explain in detail, International Marketing channels and pricing strategies for International Markets. **(14)**
- Q.5** Discuss the global quality standards and elaborate the role of international agencies in quality issues. **(14)**
- Q.6** Write short notes on **ANY TWO** of the following: **(14)**
- a) Domestic Versus International Marketing
  - b) Foreign Market entry Strategies
  - c) Integrated Marketing Communication for Global Markets

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