

B.B.A. SEM – V (2015 CBCS COURSE) : WINTER - 2017
SUBJECT: ELECTIVE – I 4) INTERNATIONAL MARKETING
(International Business Management)

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

Time **02.00 PM TO 05.00 PM**
Max. Marks: **100**

W-2017-1539

N.B.:

- 1) Attempt **ANY FOUR** Questions from Section- **I** each question carries **15** marks.
- 2) Attempt **ANY TWO** Questions from Section- **II** each question carries **20** marks.
- 3) Answer to both the Sections should be written in **SEPARATE** answer book.

SECTION-I

- Q.1** What do you mean by International Marketing? Differentiate between Domestic and International Marketing. **(15)**
- Q.2** 'Psychological and Social dimensions need to be considered while drafting the marketing strategies.' Why? **(15)**
- Q.3** What role does the marketing research and information system plays as a company plan to enter the foreign market? **(15)**
- Q.4** Discuss in detail, Role of marketing channels and integrated marketing communication in global market context. **(15)**
- Q.5** Elaborate the quality issues of Indian products in the context of international market. **(15)**

SECTION-II

- Q.6** An Indian manufacturing firm has two locally famous brands of incense sticks (agarbatties). It is planning to enter foreign markets. Extend your advice regarding choice of markets abroad, as also the social, cultural challenges that the firm may face in these markets. Also discuss whether the current brand-names and the brand ambassadors will have to be replaced. **(20)**
- Q.7** Discuss all probable challenges and opportunities that an international distributor of 'Bollywood' (Hindi) feature films may have to face, in any two foreign markets (of your choice). **(20)**
- Q.8** 'Harrow' is the internationally famous brand of a well known American company engaged in manufacturing ready made shirts and trousers. This company has planned to enter Indian market soon. Write a detailed note, advising its global marketing manager regarding the Indian Marketing Environment in general and the psychological & social dimensions of Indian buyers in particular. **(20)**

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