

M.B.A. Sem-III (Gen.) CBCS 2012 COURSE :
Common for MBA Gen/H.R./I.T&F.M : Winter-2017
SUBJECT : ELECTIVE-II : INTERNATIONAL MARKETING (IBM)

Day : Monday Time : 10.00 A.M. To 1.00 P.M.
Date : 27-11-2017 W-2017-1762 Max. Marks : 100

N. B. :

- 1) Attempt **ANY THREE** questions from Section – I and attempt **ANY TWO** questions from Section – II.
 - 2) All questions carry **20** marks.
 - 3) Answers to both the sections should be written in **SEPARATE** answer books.
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SECTION - I

- Q. 1** Define International Marketing. What remedies will you suggest for Indian companies, taking into account the problems faced by them? (20)
- Q. 2** What product and pricing strategy will you suggest for a company, planning to enter International market? (20)
- Q. 3** Which alternate entry strategy is most cost effective to enter international market for different types of companies? Illustrate with suitable examples. (20)
- Q. 4** What alternate distribution strategy is effective while entering International Market? Critically evaluate. (20)
- Q. 5** Write short notes on **ANY TWO** of the following: (20)
- a) Global quality standards
 - b) Stages of evolution of domestic company to International company
 - c) Domestic v/s International Marketing

SECTION - II

- Q. 6** Suggest a Research plan for Indian company planning to enter International Market. (20)
- Q. 7** What Integrated Marketing Communication strategy is suitable for an Automobile company for entering International Market? (20)
- Q. 8** Suggest International Marketing strategy for Indian footwear manufacturing company planning to enter International Market. (20)

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