

**S.D.E.**

**M.B.A. (E) SEM-IV (2 YEAR COURSE) : WINTER - 2017**

**SUBJECT ELECTIVE-III: B) INTERNATIONAL MARKETING (IB)**

**Day: Thursday**  
**Date: 21/12/2017**

**W-2017-4395**

**Time: 02.00 P.M. TO 05.00 P.M.**  
**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 **SEPARATE** answer book.
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**SECTION-I**

- Q.1** What is International Marketing? How it can be effectively implemented?
- Q.2** How is International Market identified? Illustrate with examples.
- Q.3** What elements are considered for designing product policy for International Market?
- Q.4** What are the tools and techniques used for Global Branding? Explain.
- Q.5** Write short notes on **ANY TWO** of the following:
- a) Direct Marketing
  - b) Pricing Policy
  - c) Planning for International Marketing

**SECTION-II**

- Q.6** Prepare a plan of action for a company planning to enter Global business.
- Q.7** What distribution strategy will be most cost effective for a fast food company planning to enter Global market?
- Q.8** Draft Market feasibility report to start Business school at Middle east country.