

S.D.E.
M.B.A. SEM-V (2010 COURSE)(3 YEAR COURSE) : WINTER -
2017

SUBJECT : ELECTIVE – V : b) INTERNATIONAL MARKETING
(INTERNATIONAL BUSINESS)

Day : **Wednesday**
Date : **13/12/2017**

W-2017-4298

Time : **10.00 A.M. TO 01.00 P.M.**
Max. Marks : 70

N. B. :

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

- Q. 1** Define and explain the meaning of international marketing with appropriate example. (14)
- Q. 2** How would an entrepreneur identify foreign market for his products? (14)
- Q. 3** What do you understand by Global Branding? (14)
- Q. 4** Explain how you can formulate distribution strategy for effectively selling your product in foreign market? Give example. (14)
- Q. 5** Write short notes on **ANY TWO** of the following: (14)
- a) International Marketing Mix
 - b) Product Promotion
 - c) Pricing for international markets

SECTION - II

- Q. 6** Prepare an International Marketing plan for exporting 'Grapes' and 'Vegetables'. (14)
- Q. 7** An established Indian Bank has asked for your consultancy services to open their branch in foreign country. Prepare your consultancy proposal for their acceptance. (14)
- Q. 8** Design an Advertisement for publication in foreign news papers for acquiring a franchisee for producing and selling your washing machines in developing countries abroad (14)

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