

**CDOE**  
**MASTER OF BUSINESS ADMINISTRATION (2013 COURSE)**  
**M.B.A. Sem-IV : WINTER :- 2021**  
**SUBJECT: INTERNATIONAL MARKETING**

**Day : Monday**  
**Date 21-02-2022**

**W-10001-2021**

**Time : 02:00 PM-05:00 PM**  
**Max. Marks: 70**

**N.B.**

- 1) Attempt any **FOUR** questions from Section – I and 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 book.

**SECTION – I**

- Q.1** Define International Marketing. Explain the stages in the evolution of Domestic company to International company. **(10)**
- Q.2** Explain the importance of Marketing Research while planning for international marketing. **(10)**
- Q.3** Discuss the various determinants of pricing while entering into international markets. **(10)**
- Q.4** Elaborate the quality issues for Indian products in the context of global market. **(10)**
- Q.5** Write short notes on any **TWO** of the following: **(10)**
- a) Product adoption and standardization
  - b) Multinational v/s transnational corporations
  - c) Packaging strategies
  - d) Logistics and supply chain management

**SECTION – II**

- Q.6** Imagine yourself to be a bicycle manufacturer based in Ludhiana, Punjab. You now are planning to enter the USA and European market. Explain how you will go about assessing marketing opportunities over there. **(15)**
- Q.7** Difference in language and culture in the global markets is a major barrier for integrated marketing communication. Explain. **(15)**
- Q.8** Bring out the significance of 'Brands' in the international market. Why is it that even giant MNC's like Proctor and Gamble (P&G) sell few brands in global market and some other brands in the regional or local markets? **(15)**

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