

**CDOE**  
**BACHELOR OF BUSINESS ADMINISTRATION (CBCS- 2018 COURSE)**  
**B.B.A. Sem-V : WINTER :- 2021**  
**SUBJECT: INTERNATIONAL MARKETING**

**Day : Tuesday**  
**Date 22-02-2022**

**W-18946-2021**

**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) Answer to both the sections should be written in **SAME** answer book.
- 

**SECTION – I**

- Q.1** Bring out differences between domestic and international marketing. (10)
- Q.2** How to assess global marketing opportunities? Elaborate giving examples. (10)
- Q.3** 'Marketing Research & Analysis play an important role in international marketing.' Do you agree with the statement? Justify your answer. (10)
- Q.4** Why are establishing international marketing channels a must to achieve success in international marketing? (10)
- Q.5** What are the quality issues which affect international marketing? Discuss in details. (10)
- Q.6** Write short notes on **ANY TWO** of the following: (10)
- a) International marketing process
  - b) International business environmental analysis
  - c) Foreign entry marketing strategies
  - d) Marketing communication for international markets

**SECTION – II**

- Q.7** Covid-19 pandemic spread across the world has presented many export opportunities for Indian health care products. Write a detailed note on international market potential for these products. (15)
- Q.8** How would you conduct business environment analysis of western markets for software export from India? (15)
- Q.9** Prepare a Market Research Plan to explore the markets in America and Europe for readymade garments. (15)

\*\*\*\*\*