

CDOE
MASTER OF BUSINESS ADMINISTRATION (CBCS - 2018 COURSE)
M.B.A. Sem - IV : WINTER :- 2021
SUBJECT: INTERNATIONAL MARKETING

Day : Monday
Date 21-02-2022

W-19156-2021

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 **SAME** books.

SECTION - I

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|------------|---|-------------|
| Q.1 | What is International Marketing segmentation? Discuss. | (10) |
| Q.2 | What are socio – cultural dimensions of International Marketing? | (10) |
| Q.3 | What are International franchising contract & strategic alliance? Discuss. | (10) |
| Q.4 | What is the role of prices in International Marketing? | (10) |
| Q.5 | What is the criteria of selection of product distribution channel? Discuss. | (10) |

SECTION - II

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|------------|---|-------------|
| Q.6 | Describe in detail the application of International Marketing Information system. Give suitable example. | (15) |
| Q.7 | You are representing US MNC which is into FMCG Business. Design International Pricing Mix strategy for entering into Indian Market. | (15) |
| Q.8 | What are the quality issues for Indian products in International Business? Give suitable examples. | (15) |

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