

**CDOE**  
**MASTER OF BUSINESS ADMINISTRATION (HUMAN RESOURCE) (CBCS-2018 COURSE)**  
**M.B.A. (H.R.) Sem-IV : WINTER :- 2021**  
**SUBJECT: PAPER-III : INTERNATIONAL MARKETING**

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

**W-19289-2021**

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

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**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.
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**SECTION - I**

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

**SECTION - II**

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

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