

CDOE
BACHELOR OF BUSINESS ADMINISTRATION (CBCS-2019 COURSE)
B.B.A. SEM - V : WINTER :- 2021
SUBJECT: INTERNATIONAL MARKETING

Day : Tuesday
Date 22-02-2022

W-21943-2021

Time : 02:00 PM-05:00 PM
Max. Marks: 60

N.B.:

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

SECTION-I

- Q.1** Explain the difference between Domestic Marketing and International Marketing. (10)
- Q.2** Discuss in detail factors influencing global business environment. (10)
- Q.3** State the importance of marketing research for International marketing. (10)
- Q.4** Write a detailed note on quality issues for Indian products in international markets (10)
- Q.5** Short notes on (**ANY TWO**): (10)
- a) Integrated Marketing Communication for Global Markets
 - b) Global Brands
 - c) Pricing for International markets

SECTION-II

- Q.6** Discuss opportunities for International Marketing in the changed marketing environment due to COVID-19. (15)
- Q.7** Examine export market for ready-to-eat Indian food items (Biryani, Chhole, Idali, Upma, etc.) to the countries like U.K., U.S.A. and Canada. (15)
- Q.8** Develop and explain a market research plan for the export of Indian Handicrafts. (15)
You may assume one country of your choice as an export market.

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