

CDOE
MASTER OF BUSINESS ADMINISTRATION (HUMAN RESOURCE) (CBCS-2019 COURSE)
M.B.A. (H.R.) SEM - IV : WINTER :- 2021
SUBJECT: INTERNATIONAL MARKETING

Day : Monday
Date 21-02-2022

W-22166-2021

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) Figures to the right indicate **FULL** marks.
- 3) Answers to both the sections should be written in **SAME** answer book.

SECTION – I

- Q.1** Explain how the cross-cultural issues influences the marketing mix decision making. (10)
- Q.2** Write an illustrative note on International Market entry strategies. (10)
- Q.3** What are the factors that influence the selection of international distribution channels? Discuss. (10)
- Q.4** How does International Marketing and Domestic Marketing differ from each other? Explain. (10)
- Q.5** Write short note on any **TWO** of the following: (10)
- a) Role of WTO in International Marketing
 - b) Factors affecting international pricing
 - c) Franchising
 - d) Challenges in International Marketing

SECTION-II

- Q.6** A well-known Indian company that deals in ayurvedic products has decided to enter the European markets. As an expert, design a suitable international distribution channel for the said company. State your assumptions clearly. (15)
- Q.7** A renowned Indian company has recently entered in the overseas market. As a Creative Director of an ad agency, advise the company on the promotional activities to be carried out in the chosen market. State your assumptions clearly. (15)
- Q.8** Critically analyze the segmentation, targeting and positioning of McDonalds in the International Market. (15)

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