

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

**Day : Friday**  
**Date : 04-02-2022**

**W-18847-2021**

**Time : 10:00 AM-01:00 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** Is there difference between International Marketing and Global Marketing? (10)  
Justify your answer.
- Q.2** Discuss various foreign entry marketing strategies with suitable example. (10)  
Describe benefits of International Marketing.
- Q.3** Explain the importance of Environmental analysis regards to international (10)  
marketing.
- Q.4** Write a detailed note on quality issues for Indian products in international (10)  
markets
- Q.5** Short notes on (ANY TWO): (10)
- a) Difference between Domestic and International Marketing
  - b) International marketing channels
  - c) Global Quality Standard

**SECTION-II**

- Q.6** Which of the foreign market entry strategies would you choose to export electric (15)  
two wheeler manufactured in India? Justify your answer.
- Q.7** Harpik, Lizol, Vanish are branded cleaning products famous across the world, (15)  
including India. Analyze reasons for success of these brands.
- Q.8** A famous Indian Pharma company manufacturing immunity booster Ayurvedic (15)  
Medicine to prevent COID-19, wants to export this product. Develop pricing  
for export market.

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