

**BACHELOR OF BUSINESS ADMINISTRATION (C.B.C.S.) (2015 COURSE)**

**B.B.A. Sem-V : WINTER : 2021**

**SUBJECT: INTERNATIONAL MARKETING**

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**Day :** Wednesday

**Date :** 12-01-2022

**W-13889-2021**

**Time :** 10:00 AM-01:00 PM

**Max. Marks:** 100

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**N.B.**

- 1) Attempt any **FOUR** questions from Section – I and any **TWO** questions from Section – II.
  - 2) Answers to both the sections should be written in **SEPARATE** answer book.
  - 3) Figures to the right indicate **FULL** marks.
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**SECTION – I**

- Q.1** What are the differences between international and domestic marketing? **(15)**
- Q.2** What is ‘political environment’ of international business? Explain the elements of political environment. **(15)**
- Q.3** What is the difference between marketing research and marketing information system? Write the scope of marketing research in international business. **(15)**
- Q.4** Write a note on global product and global branding. **(15)**
- Q.5** Write short notes on any **TWO**: **(15)**
- a) Franchising
  - b) INCO terms
  - c) International trade fairs
  - d) MNCs

**SECTION – II**

- Q.6** ‘A company that wants to enter global markets should do it systematically’. Elaborate the statement by explaining the market selection process in detail. **(20)**
- Q.7** Indian leather goods have very good demand in the global markets. Discuss marketing of leather goods in global markets including branding, pricing, distribution and promotion. **(20)**
- Q.8** MNCs have failed miserably in foreign markets just because they did not conduct proper cultural analysis before entering these markets. Elaborate with examples. **(20)**

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