

MASTER OF BUSINESS ADMINISTRATION (C.B.C.S.) (2016 COURSE)
M.B.A. Sem - IV :SUMMER- 2022
SUBJECT : INTERNATIONAL MARKETING

Day : Wednesday
Date : 29-06-2022

S-15461-2022

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** What is meant by market segmentation? Discuss the bases for segmenting an international market. (10)
- Q.2** How the knowledge of political, legal and regulatory environment helps in International Marketing? Explain. (10)
- Q.3** Write an illustrate note on global quality standards. (10)
- Q.4** Distinguish between international marketing and domestic marketing. (10)
- Q.5** Write short note on any **TWO** of the following: (10)
- a) New product development
 - b) International product life cycle
 - c) Modes of transportation
 - d) Factors affecting the choice of distribution channels

SECTION-II

- Q.6** Discuss the international market entry strategies. Give examples. (15)
- Q.7** Recently, a world renowned furniture brand Ikea has entered the Indian market. The said company is dealing in high end furniture. Discuss the pricing of Ikea furniture in the context Indian market. (15)
- Q.8** Discuss in detail the role of World Trade organization (WTO) in International Marketing. (15)

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