

**BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2018 COURSE)**  
**B.B.A. Sem-V : : SUMMER - 2022**  
**SUBJECT : INTERNATIONAL MARKETING**

Day : Friday  
Date : 27-05-2022

**S-18847-2022**

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

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**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.
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**SECTION-I**

- Q.1** Explain why and when firms should go for International marketing. Discuss (10)  
the process of International Marketing in brief.
- Q.2** Discuss in detail, Franchising and Licensing as a foreign market entry strategy (10)  
with suitable example.
- Q.3** Explain in details, various factors influencing selection of International (10)  
Marketing channels with relevant examples.
- 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) Foreign Market entry strategies
  - b) Brands in the international markets
  - c) Product Adaptations for Global Market

**SECTION-II**

- Q.6** Develop and explain market research plan for the export of exotic vegetables (15)  
(Broccoli, Zucchini, Mashroom, Red Cabbage, etc.) to European Union (EU)  
markets.
- Q.7** Which of the foreign market entry strategies would you choose to export (15)  
household white goods (Microwave Ovens, Refrigerator, Washing machines,  
Dishwashers, etc.) to the countries in Africa? Justify your answer.
- Q.8** A reputed branded Basamati Rice marketing company wants to estimate foreign (15)  
market potential. How can they do it? Please guide them.

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