

MASTER OF BUSINESS ADMINISTRATION (HUMAN RESOURCE) (CBCS - 2020 COURSE)

**M.B.A. (HR) Sem-IV :SUMMER- 2022
SUBJECT : INTERNATIONAL MARKETING**

Day : Wednesday
Date : 15-06-2022

S-22888-2022

Time : 02:00 PM-04:00 PM
Max. Marks : 50

N.B.

- 1) Attempt **ANY THREE** questions from Section – I.
 - 2) Attempt **ANY TWO** questions from Section – II.
 - 3) Figures to the **RIGHT** indicate **FULL** marks.
 - 4) Answers to both the sections should be written in **SAME** answer book.
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SECTION – I

- Q.1** Define International Marketing. Explain how international marketing is important in today's context. **(10)**
- Q.2** Discuss the concept of Retail Internationalization. How international retailing has evolved? Elaborate. **(10)**
- Q.3** Explain the factors to be considered while selecting retail international market. Support your answer with suitable examples. **(10)**
- Q.4** 'Political and Socio-cultural factors need to be considered while drafting the international marketing strategies.' Why? **(10)**
- Q.5** Write short notes on **ANY TWO** of the following: **(10)**
- a) Franchising
 - b) International Marketing Research process
 - c) Global Competition

SECTION – II

- Q.6** An Indian Manufacturing firm has two locally famous brands of incense sticks (Agarbattis). It is planning to enter foreign markets. Expand your advice regarding choice of markets abroad, as also the social, cultural challenges that the firm may face in these markets. **(10)**
- Q.7** Draw the international marketing strategy for an Indian company marketing readymade garments in USA. **(10)**
- Q.8** Discuss how a company can use satellite TV and deal effectively with different languages, cultures and legal systems in International Promotion. **(10)**
