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

Day : Tuesday

Time : 02:00 PM-05:00 PM

Date : 27-12-2022

W-15461-2022

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) Both the sections should be written in a **SEPARATE** answer book.
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SECTION – I

- Q.1** Explain features of International marketing. Differentiate between Domestic and International Marketing. (10)
- Q.2** Briefly describe the process of International Marketing Research. (10)
- Q.3** Explain the significance of product decisions in International Markets. (10)
- Q.4** Describe integrated marketing communication process with reference to international marketing. (10)
- Q.5** Write short notes on **ANY TWO** of the following. (10)
- a) Difference between Direct Export and Indirect Export
 - b) Quality issues in Global markets
 - c) Branding decisions

SECTION - II

- Q.6** Design a branding strategy for Indian Golden Jewelry launching in USA. (15)
- Q.7** For an European Market, plan out the pricing strategy for introducing Indian Green tea. (15)
- Q.8** As the international marketing manager of a bicycle exporting firm to African Countries, identify alternative channels of distribution for bicycles in Africa. (15)

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