

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

Day : Friday

Time : 10:00 AM-01:00 PM

Date : 16-12-2022

W-18847-2022

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) Answer to both the sections should be written in **SAME** answer book.
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SECTION-I

- Q.1** Describe various reasons for a firm to enter international markets. **(10)**
- Q.2** Give importance of environmental analysis in International Marketing. **(10)**
- Q.3** Discuss various types of branding decisions for domestic and international markets. **(10)**
- Q.4** Discuss quality issues for Indian products in International Markets. Give suitable examples. **(10)**
- Q.5** Write short notes on any **TWO** of the following: **(10)**
- a) International Marketing Channels
 - b) Importance of marketing research for International Marketing
 - c) Global quality standards

SECTION-II

- Q.6** Post COVID the geopolitical situation is creating major threat to the international trade. Critically evaluate the current global situation and comment on its trade impact on various sectors of Indian Economy. **(15)**
- Q.7** A leading electric Vehicle Giant in India wants to enter into international market. As a consultant suggest international marketing strategy. **(15)**
- Q.8** A Mobile manufacturing company is planning to enter international market. You are required to prepare hypothetical research plan for designing international entry strategy. **(15)**

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