

MASTER OF BUSINESS ADMINISTRATION (CBCS - 2020 COURSE)

M.B.A Sem-IV : WINTER- 2022

SUBJECT : INTERNATIONAL MARKETING

Day : Tuesday

Time : 10:00 AM-12:00 PM

Date : 20-12-2022

W-22816-2022

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.
 - 5) Use of **Non Programmable** Calculator is allowed
-

SECTION – I

- Q.1** Define International Marketing. Explain the concept and importance of International Marketing. (10)
- Q.2** Elaborate the factors which affect International Retail Environment. (10)
- Q.3** Explain the factors to be considered while selecting retail International Market. Support your answer with suitable examples. (10)
- Q.4** Write in detail on International Marketing Research and Information System. (10)
- Q.5** Write short notes on **ANY TWO** of the following: (10)
- a) Competing in foreign market
 - b) Motives of International Retailing
 - c) Competitive advantages in foreign market

SECTION – II

- Q.6** Draw the International Marketing strategy for an Indian Agro Based Company marketing fruit pulps in any International Market of your choice. (10)
- Q.7** As an International Marketing Manager of a small car manufacturing company, design an International Marketing Research plan to launch small electric cars in African Countries. (10)
- Q.8** An Indian manufacturing firm has two locally famous brands of incense sticks (Agarbattis). The firm 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)
