

Subject : Elective-I d) International Marketing (IB)

Day : Monday
Date : 13/06/2016



Time : 10.00 AM TO 1.00 PM
Max Marks : 80 Total Pages : 1

N.B.

- 1) Answer 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 the **SAME** answer book.
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SECTION - I

- Q.1** Indian economy is growing at rapid Pace. Explain the International Marketing Process in any company in your choice. (16)
- Q.2** Doing business in international market require understanding of international environment. What factors will your consider in political, legal and cultural environment while entering into international market. (16)
- Q.3** Managing business well is to manage its information. Justify the above statement by explaining the role of Market Research and Information System. (16)
- Q.4** What are the market entry strategies for entering in to foreign market? Explain the various strategies with its merit and demerits. (16)
- Q.5** Write short notes on any **TWO** (16)
- a) Domestic V/S international marketing.
 - b) International marketing channel
 - c) Integrated marketing communication
 - d) Global quality standard.

SECTION - II

- Q.6** As a CEO of Indian company planning to enter international market. Write a report on opportunities and challenge while entering international market. (16)
- Q.7** What quality issues will you keep in mind while entering into international market? (16)
- Q.8** Formulate a marketing mix plan for a car manufacturing company planning to enter of a African market. (16)

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