

**Subject : Elective-V : International Marketing (International Business)**

Day : Wednesday  
Date : 14/12/2016



Time : 02.00 PM TO 05.00 PM  
Max Marks : 70 Total Pages : 1

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**N.B:**

- 1) Attempt **ANY THREE** questions from Section-I and **ANY TWO** from Section-II.
  - 2) Figures to the right indicate **FULL** marks.
  - 3) Answer to the Section-I and Section-II should be written in the **SAME** answer book.
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**SECTION-I**

- Q.1** Distinguish the salient features of 'Domestic Marketing' and 'International Marketing'. (14)
- Q.2** Which factors do dominate the selection of International Markets? Discuss any Two strategies for entering an International Market. (14)
- Q.3** Describe the concept of Adoption and Standardization which factors do influence the decisions regarding Adoption and Standardization of Product? Quote example. (14)
- Q.4** Explain the Marketing Communication Process in the global context. Which tools and techniques are commonly used for this purpose? (14)
- Q.5** Write notes on **ANY TWO:** (14)
- a) Changing Role of Shipping Corporations
  - b) Determinants of Pricing
  - c) Packaging Strategies

**SECTION-II**

- Q.6** As a Marketing Head of International Department a pharmacy company, design alternate distribution system for the International Market. (14)
- Q.7** What Pricing Strategy will you recommend to a IT company by taking into account current changes in the leading worlds currencies. (14)
- Q.8** Formulate a Marketing Strategy for a Automobile Company planning to enter International Market. (14)

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