

Subject : Elective-III : International Marketing (International Business)

Day : Tuesday
Date : 07/06/2016



Time : 02.00 P.M. TO 05.00 P.M.
Max Marks : 70 Total Pages : 1

N.B.:

- 1) Attempt **ANY FOUR** questions from Section – I and attempt **ANY TWO** questions from Section – II.
- 2) Answers to both the sections should be written in the **SAME** answer book.
- 3) Figures to the right indicate **FULL** marks.

SECTION – I

- Q.1** “Marketing is different from Selling in its scope and activity”. Comment on this statement with reference to today’s International Market Environment. **[10]**
- Q.2** Explain distribution strategies for exporters of service organization of your choice. **[10]**
- Q.3** What is ‘Global Branding’? Design global branding strategies for any FMCG product of your choice. **[10]**
- Q.4** Define ‘Price Mix’. Explain the relevance of pricing with any particular product which passes through the stages of international product life cycle. **[10]**
- Q.5** Write short notes on **ANY TWO** of the following: **[10]**
- a) Direct Marketing
 - b) Identification of Global Market
 - c) Product Mix
 - d) Promotion Strategy

SECTION – II

- Q.6** Design an effective marketing plan for export oriented firm manufacturing Kolhapuri Chappals, with assumptions if any. **[15]**
- Q.7** Frame an effective marketing mix for exporters of: **[15]**
- a) Educational Books
 - b) Furniture
- Q.8** How will you carry out the SWOT analysis of an Indian MNC which is in the business of Water Heating Products? Give assumptions, if any. **[15]**

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