

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

Day : Saturday
Date : 10/12/2016



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.
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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** “Planning is the essence of successful international marketing”. Comment on this statement and frame an effective international marketing plan for any FMCG product of your choice. [10]
- Q.3** Define ‘Price Mix’. Explain the various factors influences on pricing for international marketing, by citing examples. [10]
- Q.4** What is Direct Marketing? Explain the popularity of Direct Marketing with reference to exporting of dry fruits to different countries. [10]
- Q.5** Write short notes on **ANY TWO** of the following: [10]
- a) Global Brand Image Creation
 - b) Distribution Strategy
 - c) Marketing Mix for Services
 - d) Identification of Global Market

SECTION – II

- Q.6** Design effective international marketing mix strategies for exporters of : [15]
- a) Branded Cars
 - b) Educational Books
- Q.7** 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]
- Q.8** Frame an effective promotion strategy for an international marketing firm which has recently introduced LED TV in global market. [15]

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