

Bharati Vidyapeeth
(Deemed to be University), Pune
School of Distance Education

Assignment No.		Name of the Assignment Setter:		Mr.YASHWANT KUMAR	
Course Code:	IB03	Class:	MBA/E-MBA/MBA-HR	Semester:	IV

Subject:	INTERNATIONAL MARKETING
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- Q.1) Attempt **ANY ONE** of the **Following (1000 Words)** (10)
- a) How would you go about selecting a few possible markets internationally for auto components?
 - b) Suggest a framework for preparing a marketing plan for export of processed food (Indian cuisine) to the U.K. & the U.S.A.
- Q.2) Attempt **ANY TWO** of the **Following (800 Words)** (12)
- a) Discuss the role of India's trade represented abroad in export promotion.
 - b) Explain the concept of international product Life Cycle. (IPLC) with appropriate examples. Can you identify and describe a few market situation where IPLC is not valid?
 - c) Carry out a brief analysis of recent trends in India's foreign trades.
 - d) Explain various elements of cost for computing export pricing..
- Q.3) Write Short Notes on **(ANY TWO)** (08)
- a) ENRG Fram work
 - b) Franchising
 - c) Role of Trade fair
 - d) Licensing

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