

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

Day : Thursday  
Date : 09/06/2016



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** questions from Section – **II**.
  - 2) Figures to right indicate **FULL** marks.
  - 3) Both the sections should be written in the **SAME** answer book.
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**SECTION – I**

- Q. 1** What are the determinants of market selection? Explain the international marketing entry strategy. (14)
- Q. 2** What pricing strategy should be used in International marketing? Explain the determinants of pricing. (14)
- Q. 3** What is International Marketing? What are the stages in the evolution of domestic company to an International company? (14)
- Q. 4** What is Integrated marketing communication process? What are the tools and techniques used in Integrated Marketing Communications? (14)
- Q. 5** Write short notes on **ANY TWO** of the following: (14)
- a) Transportation problems
  - b) Branding decisions
  - c) Quality Issue in Global market
  - d) International marketing research

**SECTION – II**

- Q. 6** Prepare a marketing strategy for a FMCG company for entering the International market. (14)
- Q. 7** Prepare an action plan of Logistics management for entering into international market. (14)
- Q. 8** As Marketing consultant, you are expected to list out problems with possible solutions for entering the International Market. (14)

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