

Roll No.

56057

**M.B.A. 2 Year 3rd Semester
(N.S.) Batch 2011-13**

Examination-December, 2015

International Marketing

Paper-MBA-318

Time : 3 hours

Max. Marks : 80

Before answering the questions, candidates should ensure that they have been supplied the correct and complete question paper. No complaint in this regard will be entertained after the examination.

Note : Attempt five questions in all. Q. No. 1, from section-A is compulsory. From section-B, attempt four questions (one question from each unit). All questions carry equal marks.

Section-A

1. Briefly explain the following :
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Unit-IV

8. Distinguish between international and domestic sales management. What make international sales management so challenging ?

9. Write notes on the following :

- (a) Global media strategy
(b) Risk in international marketing.

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Unit-II

4. Discuss in detail the benefits, limitations and procedure of international marketing research.
5. Which factors affect the prices of various products in international market? Discuss the relationship between objective and strategy of pricing.

Unit-III

6. Write a detailed note on the international distribution system. Which are the major problems in it?
7. Discuss the various aspects of international supply chain management. How does it help a company in having competitive advantage?

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- (a) Globalisation
- (b) World wide web
- (c) Change agents
- (d) Broker
- (e) Channel conflicts
- (f) Trade exhibitions
- (g) Foreign media
- (h) International marketing planning

Section-B

Unit-I

2. Highlight the growing importance of international marketing and opportunities and challenges in it.
3. Discuss various strategies for foreign market selection. How does international market segmentation help in it?

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