

B.A. (H) COURSE (CBCS) ORDINANCE (SEMESTER-V)
EXAMINATION OCTOBER 2019
Business Management Major I : International Marketing Management

[Duration : Two Hours]

[Max. Marks :80]

Instructions :

1. All Questions are **compulsory**, however internal choice is available.
2. Answer sub-questions in Question No. 1 and Question No. 2 in **not** more than **100** words each.
3. Answer Question No. 3 to Question No. 6 in not more than **400** words **each**.
4. Figures to the **right** indicate **maximum** marks allotted to the questions.

- Q.1 Answer **any four** of the following: (4x4=16)
- a. Explain in brief any four objectives of international marketing.
 - b. Explain the importance of international marketing research.
 - c. Distinguish between domestic marketing and international marketing. (Give any four points).
 - d. Explain any four features of Joint Venture.
 - e. Write a short note on Free Trade Zone.
 - f. Explain the concept of trade block.
- Q.2 Answer **any four** of the following: (4x4=16)
- a. Explain the concept of trade marks.
 - b. State any four special considerations for packaging.
 - c. Write a short note on "trade fairs and exhibitions".
 - d. Discuss the importance of International Advertising.
 - e. What do you mean by personal selling?
 - f. Explain the concept of Global Branding.
- Q.3 a) Discuss the challenges faced by the business organizations in international marketing. 12
- OR**
- b) Explain the factors affecting the international marketing environment. 12
- Q.4 a) Discuss the various international market entry strategies for a business organization. 12
- OR**
- b) What are special economic zones? Explain its features. 12
- Q.5 a) Explain in detail the various International Pricing Strategies. 12
- OR**
- b) Enumerate the factors affecting international product pricing. 12
- Q.6 a) What are International Marketing Intermediaries? Explain the types of international market intermediaries. 12
- OR**
- b) Discuss the tools of export marketing communication Mix. 12