

B.A. Honours Courses (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