

Paper Id: **270359**Roll No: 

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

**MBA**  
**(SEM -III) THEORY EXAMINATION 2019-20**  
**INTERNATIONAL MARKETING**

**Time: 3 Hours****Total Marks: 100****Note: 1.** Attempt all Sections. If require any missing data; then choose suitably.**SECTION A****1. Attempt all questions in brief.****2 x 10 = 20**

Q no.	Question	Mrk
a.	Define global marketing.	2
b.	What is re-exporting?	2
c.	Explain trade restriction.	2
d.	Discuss self reference.	2
e.	Explain joint venture with suitable example.	2
f.	What is a turnkey project? Give example	2
g.	Define grey marketing.	2
h.	Define double packaging.	2
i.	What is publicity?	2
j.	What is cultural shock?	2

**SECTION B****2. Attempt any three of the following:**

a.	What do you understand by international marketing? How it is differ from domestic marketing?	10
b.	Define international marketing research process with example.	10
c.	What do you understand by product planning in international marketing?	10
d.	Describe dumping in context of international marketing. Explain various types of dumping.	10
e.	What is marketing communication? Outline the major elements of communication process.	10

**SECTION C****3. Attempt any one part of the following:**

a.	Explain EPRG framework of international marketing.	10
b.	Discuss international marketing management process in detail.	10

**4. Attempt any one part of the following:**

a.	Define international marketing segmentation. Also, explain various variables used for international marketing segmentation.	10
b.	Explain in detail international marketing information system.	10

**5. Attempt any one part of the following:**

a.	Why do you think a company should or should not market the same product in the same way around the world? Explain with the help of suitable examples.	10
b.	Describe the international product life cycle and its various stages.	10

**6. Attempt any one part of the following:**

a.	What are various methods of pricing for international markets? Explain various factors that influence pricing in national as well as international markets.	10
b.	Explain various ethical issues involved in international marketing with the help of suitable examples.	10

**7. Attempt any one part of the following:**

a.	Briefly explain various promotion & communication strategies adopted in global markets?	10
b.	What is international e-retailing? Explain the benefits and challenges of international e-retailing.	10