

Roll No.....

13073

Printed Pages: 2

MMS / M-13
INTERNATIONAL MARKETING

Paper-IB-402

Time allowed : 3 hours *[Maximum marks : 70]*

Note : Attempt five questions in all, Question No. 1 is compulsory. All questions carry equal marks.

1. Write notes on (Brief, short answer)
 - (a) Define International Marketing
 - (b) Explain International Trade and International business.
 - (c) What is segmentation ?
 - (d) Give International product mix.
 - (e) What is Pricing decisions ?
 - (f) Give elements of advertising strategy.
 - (g) What is media strategy ? 7×2=14
2. Explain basic modes for entry in International business. Also explain the process of International marketing. 14
3. Why International Marketing Environment need to study ? Also discuss WTO Framework and International marketing perspectives. 14

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4. Discuss factors influencing International Market selection. Explain the role of selection strategies, planning and control. 14
5. What is International Marketing Mix ? Discuss the role of branding, labelling and packaging in International Marketing. 14
6. Explain International Pricing Policies, strategies and the process of price setting. Give suitable example. 14
7. What is International Distribution Management ? How you would select distribution channels in International Market ? 14
8. Write note on any two :
 - (a) Reasons and motivations underlying International business. 7
 - (b) International advertising strategy. 7
 - (c) Information for pricing decisions. 7

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