

M.B.A. (CBCS Pattern) Semester - IV
PCB4EF3 - International Marketing (International Business Management)

P. Pages : 1

Time : Three Hours



GUG/S/23/10737

Max. Marks : 70

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- Notes : 1. Attempt **any five** questions.
2. All questions carry equal marks.

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| 1. | Explain the concepts and features of globalization and International Business. | 14 |
| 2. | Describe the transformation of International Business Due to Globalisation. | 14 |
| 3. | Differentiate between International Trade and International Marketing. | 14 |
| 4. | Explain the relevance of marketing mix (7p's) in international marketing. | 14 |
| 5. | Discuss briefly International Marketing Environment. | 14 |
| 6. | Describe product design and development for Global Markets. | 14 |
| 7. | Explain adaptation and product positioning in International Marketing. | 14 |
| 8. | Explain the difference promotional and pricing strategies for International Market. | 14 |
| 9. | Explain the term joint Venture, Mergers, Acquisitions for global expansion with suitable example. | 14 |
| 10. | Write short notes on any two . | 14 |
| | a) Analysis and Identification of Target Markets. | |
| | b) Competitiveness of Products. | |
| | c) Marketing strategies of Multinational Corporations. | |
| | d) Setting Marketing setup Abroad. | |
