

M.B.A. S.Y. (CBCS Pattern) Sem-IV
PCB4EF3 - International Marketing (International Business Management)

P. Pages : 1

Time : Three Hours



GUG/W/22/10737

Max. Marks : 70

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

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| 1. | “Transformation of International Business due to Globalization”. Discuss. | 14 |
| 2. | Write an elaborative note on evolution of WTO. What are the objective and functions of WTO. | 14 |
| 3. | What are “Trade Blocks” in context of International Business? What are the objective and benefits to the partner countries from such trade blocks? Explain with example. | 14 |
| 4. | What do you understand by economic environment? How does it affect international marketing decision? | 14 |
| 5. | Elaborate the importance of product design and development for global market? | 14 |
| 6. | Write a detailed note on role of export promotional councils. | 14 |
| 7. | Explain the Global market adaptation of New Technology. What factor’s to be consider for adaptation of new technology. | 14 |
| 8. | What are the different criteria for market selection in view of the international business activity? | 14 |
| 9. | What are the key importance of merger & acquisitions for Global expansion. | 14 |
| 10. | Write short note any two . | 14 |
| | a) 7P’s in international marketing. | |
| | b) Identification of target market | |
| | c) Competitiveness of products | |
| | d) Home & Host Country Approach. | |
