

M.B.A. - II (CBCS Pattern) Semester-IV
SP03 / PCB4EF3 - International Marketing

P. Pages : 1

Time : Three Hours



GUG/S/25/10737

Max. Marks : 40

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

1. Discuss the concept of globalization in the context of international marketing. **14**
2. How has globalization transformed international business practices, including marketing strategies, operations, and organizational structures? **14**
3. What is the difference between international trade and international marketing? **14**
4. Discuss the relevance of the Marketing Mix (7P's) in international marketing, and how it is adapted to cater to the complexities of global markets. **14**
5. Discuss the key environmental factors that companies must analyze when entering new global markets. **14**
6. How can business effectively identify and select their target markets in foreign countries? **14**
7. What is meant by product adaptation and why is it crucial for international marketing? provide examples of how companies adapt their products for different markets. **14**
8. Discuss the factors that influence the development of marketing strategies in MNCs operating across diverse international markets. **14**
9. Explain the concept of "Global Outlook, Local Orientation" in international marketing. How do MNCs balance global standardization with local adaptation? **14**
10. Write short notes **any two**. **14**
 - a) Home & host Country Approach
 - b) Local Orientation
 - c) Competitiveness of Product
 - d) 7p's in International Marketing.
