

PCB4EF3 - International Marketing - International Business Management

P. Pages : 1

Time : Three Hours



GUG/S/24/10737

Max. Marks : 70

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

1. Explain the concept and features of Globalization. **14**
2. Give an overview on Environment factors with regards to International Marketing Environment. **14**
3. Discuss environment factors of International Marketing Environment. **14**
4. Give a detailed note on 'Global Outlook' and 'Local orientation'. **14**
5. Explain product design and development for global markets. **14**
6. Explain entry and operation decision in International Markets. **14**
7. How are Marketing strategies been managed for Joint ventures and Collaborations with regards to Global Expansion. **14**
8. State the various technology issues in product design and development for global markets. **14**
9. Explain in briefly global outlook and local orientation. **14**
10. Write short notes on **any two**. **14**
 - a) Entry and operating decision.
 - b) Relevance of marketing mix (7p's)
 - c) Competitiveness of Products.
 - d) International Marketing.
