

**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.

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|-----|---|----|
| 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 <b>any two</b> .   | 14 |
|     | a) Entry and operating decision.  |    |
|     | b) Relevance of marketing mix (7p's)  |    |
|     | c) Competitiveness of Products.   |    |
|     | d) International Marketing.   |    |

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