

PCB4EF3 - International Marketing (International Business Management)

P. Pages : 1

Time : Three Hours



GUG/W/23/10737

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 and International business. **14**
2. Distinguish between International trade and International marketing. **14**
3. Discuss environment factors of International Marketing Environment. **14**
4. Discuss transformation of international business due to globalization. **14**
5. Explain analysis and identification of target markets. **14**
6. Explain the process of product design and product development for global market. **14**
7. How is adaption and product positioning been done for global markets? Explain. **14**
8. What is multinational corporations? Explain marketing strategies of multinational corporation. **14**
9. Explain entry and operation decision in International markets. **14**
10. Write short note on **any two**. **14**
 - a) Relevance of marketing mix (7p's)
 - b) Setting marketing setup abroad.
 - c) Agency arrangements.
 - d) Competitiveness of product.
