

M.B.A. CBCS Pattern Semester-IV
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.

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| 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. | |
