

Intl. Mktng

26.4.18

Q.P. Code : 31067

[Time: 2½ Hours]

[ Marks: 75]

Please check whether you have got the right question paper.

- N.B:**
1. All questions are compulsory subject to internal choice
  2. Figures to the right indicate full marks.

**1. Attempt any two questions**

15

- a) Define international marketing. Discuss its features.
- b) Define trade blocks. Explain the degree of integration chosen by countries.
- c) "International marketing is not as easy as domestic marketing" throw light on the statement with respect to the challenges faced in International Marketing.

**2. Attempt any two questions**

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- a) Explain the components of International Marketing Environment.
- b) Write a note on
  - (i) World bank
  - (ii) IMF
  - (iii) IFC
- c) Explain the process of International Marketing Research.

**3. Attempt any two questions**

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- a) Propose an argument on Product Standardisation and Product Adaptation with suitable example
- b) As a company intending to enter the international markets, identify the various channels of distribution that you would consider for entry in the market.
- c) What are the different methods of pricing in international market?

**4. Attempt any two questions**

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- a) What are the drivers for global service marketing?
- b) What is meant by international organisational design? Explain the types of organisational structure in International business.
- c) How should an export firm proceed to devise international marketing plan.

**5. Case Study**

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You are an FMCG company planning to launch a herbal soap in International market.

1. Design a suitable marketing mix plan for the company. 7.5
2. What will be the mode of entry that you will adopt for product distribution. 7.5