Sub Code: NMBAIB01

Paper Id: 910176 Roll No:

MBA

(SEM III) THEORY EXAMINATION 2019-20

INTERNATIONAL MARKETING MANAGEMENT

Time: 3 Hours ***Total Marks: 100***

Note: Attempt all Sections. If require any missing data; then choose suitably.

SECTION A

1. Attempt *all* questions in brief. 2 x 10 = 20

a.	What is domestic marketing?
b.	Define joint ventures
c.	Define export
d.	What is labeling
e.	Define pricing.
f.	What is advertising?
g.	What is media planning?
h.	What is product design?
i.	Define price escalation.
j.	What is segmentation?

SECTION B

2. Attempt any *three* of the following: 10x3=30

a.	Explain the international marketing information system.
b.	
c.	What is international trade? Discuss the importance of international trade.
d.	What is differential pricing? Describe the objectives of differential pricing.
e.	Explain.

SECTION C

3. Attempt any *one* part of the following: 10x1=10

a.	Discuss the techniques of environmental scanning and monitoring in business environment.
b.	Describe how different environment influence international marketing information.

4. Attempt any *one* part of the following: 10x1=10

a.	Explain the different modes of entry in international market.
b.	Interpret the screening and selection of markets in international marketing.

5. Attempt any *one* part of the following: 10x1=10

a.	Describe the different stages of new product development process.
b.	Discuss the strategies in multinational product planning.

6. Attempt any *one* part of the following: 10x1=10

a.	Explain the methods of determining transfer pricing.
b.	Illustrate the international pricing process and policies.

7. Attempt any *one* part of the following: 10x1=10

a.	Explain the scope and challenges of media planning.
b.	Discuss the different types of media channels used in international marketing communication.

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