PAPER ID-420305

Subject Code: RMBIIB04

Roll No: | | | | | | | | | | | | | |

MBAINT
(SEM VIII) THEORY EXAMINATION 2021-22
INTERNATIONAL MARKETING

Time: 3 Hours ***Total Marks: 70***

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

SECTION A

1. Attempt *all* questions in brief. 2x7 = 14

a. Define franchising
b. What is e-marketing?
c. Define joint venture with relevant examples.
d. Differentiate between packaging and labelling.
e. Throw the light on price and non price competition
f. Explain stages of international product life cycle.
g. Discuss e tailing

SECTION B

2. Attempt any *three* of the following: 7x3 = 21

a. Managing cultural differences are most difficult in international marketing. Justify this statement with relevant examples.
b. Explain the component of marketing information system.
c. Discuss the steps of international marketing research with suitable examples.
d. Elaborate stages of going outside the home country.
e. Define positioning. Explain positioning strategy in the context of international marketing.

SECTION C

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

a. Explain market entry strategy to enter into the international market.
b. Explain types of strategic alliance with relevant examples.

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

a. Define the brand. How branding decision for international market is different than branding decision for domestic market?
b. Explain international product life cycle. Highlight suitable marketing strategy for each stage of international product life cycle.

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

a. How accessibility is significant for international marketing? Discuss the segmentation variables to classify the international market.
b. Pricing is most sensitive decision of marketing mix. Comment. Also explain important international pricing strategies.

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

a. Explain legal and ethical issues in international business with suitable examples.
b. Excess promotion leads to brand dilution. Comment. Elaborate sales promotion strategies in the context of international marketing.

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

a. Discuss the role of e marketing and e tailing in international marketing. Also explain the promotional strategies used in e tailing.
b. Differentiate between advertising and publicity. Suggest the measures to mitigate negative word of mouth publicity in international marketing.

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