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Roll No.

CC-370

M.B.A. EXAMINATION, May 2017

(Fourth Semester)

(Main & Re-appear)

MM-03

INTERNATIONAL MARKETING

Time : 3 Hours]

[Maximum Marks : 70

Before answering the question-paper candidates should ensure that they have been supplied to correct and complete question-paper. No complaint, in this regard, will be entertained after the examination.

Note : Attempt *Five* questions in all, selecting at least *one* question from each Unit. All questions carry equal marks.

Unit I

1. Define the status of global marketing in India with reference to the success of some of the Indian Companies in foreign soil.

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2. Why is global market challenging and risk taking? What do you think are the essential skills of a 'Global Marketer' ?

Unit II

3. Global marketers can avoid legal conflicts by understanding the reasons conflicts arises in the first place. Identify and describe several legal issues that relate to global commerce.
4. (a) Institutional Infrastructure for Export Promotion in India.
(b) EXIM policy of India.

Unit III

5. Identify and discuss problems associated with assessing advertising effectiveness in foreign markets.
6. When is it appropriate to use multiple brands in a single market and several markets / countries ?

Unit IV

7. What are the factors that affect the length, width and number of marketing channels ?
8. Explore the reasons for using a marketing information system in the international market. What are the main types of information you would expect to use ?