

Subject : Elective-I d) International Marketing (IB)

Day : Saturday
Date : 17/12/2016



Time : 10.00 AM TO 1.00 PM
Max Marks : 80 Total Pages : 1

N.B.

- 1) Attempt any **THREE** questions from Section – I and any **TWO** questions from Section – II.
 - 2) Figures to the right indicate **FULL** marks.
 - 3) Answers to both the sections should be written in the **SAME** answer book.
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SECTION – I

- Q.1** How is domestic marketing different from international marketing? **(16)**
Explain with suitable examples.
- Q.2** How is consumer behaviour influenced with psychological, social and **(16)**
cultural environment? Explain the cross cultural issues affecting
Consumer Behaviour.
- Q.3** Marketing information system with systematic research is the base for **(16)**
making the organization most efficient and effective. Explain the role and
significance of marketing information system for efficient international
marketing.
- Q.4** What product and branding strategies will you recommend for a **(16)**
automobile company planning to launch its new car in international
market?
- Q.5** What are the global quality standards? How the global quality issues **(16)**
should be addressed?

SECTION – II

- Q.6** As manager in Electronic Product manufacturing company in India. Plan **(16)**
alternate distribution channel for entering other Asian market.
- Q.7** You are assigned with the task of understanding Consumer Behaviour in **(16)**
International Market. Prepare a questionnaire keeping in mind the
objective of understanding Consumer Behaviour of that country. Assume
any product of your choice for preparing questionnaire.
- Q.8** Prepare a organization structure for a company planning to enter **(16)**
European, American, African and Asian market. Critically evaluate the
alternative organization structure may be considered for entering
international market.

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