

Note:

1. The question paper consists of three Groups I, II and III
2. The question paper consists of nine questions.
3. Candidates are required to attempt five questions in all, selecting two questions from each Group I and II.
4. Each question in Group I and II carries 7.5 marks.
5. Q 9 of Group III is compulsory and carries 20 marks.

Group I

Q1

- a) What are International Marketing and its scope? Describe the characteristics and advantages of International Marketing. Explain the basic modes of entry to International Marketing.
- b) Explain international product decision. What is meant by International Marketing decisions related to product policy and planning?

(5, 2.5)

Q2

Describe the environmental factors which affect a firm's marketing activities? How do economic environment and competitive environment affect marketing activities of an organisation?

(7.5)

Q3

- a) What is meant by segmentation and positioning? Explain with the help of example.
- b) How will you define the research problem and its objectives? Determine potential sources of information to fulfill objectives.
- c) Explain Marketing Research and importance of Marketing Research. Discuss the Qualitative Research of Marketing.

(2.5, 2.5, 2.5)

Q4

- a) How do you create a global marketing strategy and implement it? What are the main types of marketing strategies? Describe the main components of a global marketing strategy.

- b) How international markets are selected? What is the first stage of selecting international market? (4, 3, 5)

Group II

Q5

What are the parts of an integrated marketing plan? What are integrated marketing communications and its limitations? Describe International Marketing channels of distribution.

(7.5)

Q6

What are the barriers to International Marketing? What are the factors affecting the International Marketing?

Describe the promotional strategies. What is global branding strategy and its features?

(4, 3.5)

Q7

a) What are the main contents of personal selling? Describe a personal selling strategy. Explain the three types of personal selling.

b) What is meant by global marketing? Describe effects of global digital marketing environment in business.

(4, 3.5)

Q8

a) What is ethical and social responsibility in business? Describe some social responsibility and ethics issues in International Marketing. Why are business ethics and social responsibility important?

b) What do you mean by the barriers in international business? Explain the difference between fiscal and non fiscal barriers to trade.

(4, 3.5)

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Group III

Q9

- a) What is product adaptation in International Marketing? What factors are important in the standardization versus adaptation product decision process?
- b) Describe the features of international pricing strategies? Describe any two international pricing strategies. How do you create a pricing policy?
- c) How do you develop an international business strategy? What are the elements of a marketing plan?
- d) Describe publicity and promotion. How is sales promotion different from publicity? Describe some examples of publicity.

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(5X4)