

RUPESH

TY B Com (BMS)  
 Marketing: International Marketing Q.P. Code : 31067  
 [Time: 2½ Hours] 26/4/18 [Marks: 75]

Please check whether you have got the right question paper.

- N.B:
1. All questions are compulsory subject to internal choice
  2. Figures to the right indicate full marks.

1. Attempt any two questions 15

- a) Define international marketing. Discuss its features.
- b) Define trade blocks. Explain the degree of integration chosen by countries.
- c) "International marketing is not as easy as domestic marketing" throw light on the statement with respect to the challenges faced in International Marketing.

2. Attempt any two questions 15

- a) Explain the components of International Marketing Environment.
- b) Write a note on
  - (i) World bank
  - (ii) IMF
  - (iii) IFC
- c) Explain the process of International Marketing Research.

3. Attempt any two questions 15

- a) Propose an argument on Product Standardisation and Product Adaptation with suitable example
- b) As a company intending to enter the international markets, identify the various channels of distribution that you would consider for entry in the market.
- c) What are the different methods of pricing in international market?

4. Attempt any two questions 15

- a) What are the drivers for global service marketing?
- b) What is meant by international organisational design? Explain the types of organisational structure in International business.
- c) How should an export firm proceed to devise international marketing plan.

5. Case Study 15

You are an FMCG company planning to launch a herbal soap in International market.

- 1. Design a suitable marketing mix plan for the company. 7.5
- 2. What will be the mode of entry that you will adopt for product distribution. 7.5