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Total No. of Pages : 02

Total No. of Questions : 15

MBA(IB) (2015 to 2017) (Sem.-3)
INTERNATIONAL MARKETING

Subject Code : MBAIB-303

M.Code : 70766

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION TO CANDIDATES :

1. **SECTION-A** contains **SIX** questions carrying **FIVE** marks each and students has to attempt any **FOUR** questions.
2. **SECTION-B** consists of **FOUR** Subsections : Units-I, II, III & IV. Each Subsection contains **TWO** questions each carrying **EIGHT** marks each and student has to attempt any **ONE** question from each Subsection.
3. **SECTION-C** is **COMPULSORY** and consist of **ONE** Case Study carrying **EIGHT** marks.

SECTION-A

1. Define International Marketing
2. Highlight advantages of outsourcing of research
3. What are functions of packaging?
4. What are features of a good product label?
5. Highlight importance of social marketing for global operations.
6. Differentiate between mergers and acquisitions.

SECTION-B

UNIT-I

7. a) Critically examine why international marketing is more complex than domestic marketing, with suitable illustrations.
b) Write a note on globalisation of competition.
8. Highlight the scope of international marketing research. Elaborate with suitable illustrations.

UNIT-II

9. a) What factors should be kept in mind while developing a product for international markets? Elaborate.
b) Highlight alternative branding strategies for global markets. Give illustrations in support of your answer.
10. What factors should be kept in mind while deciding pricing for international markets? Explain alternative pricing strategies a firm can pursue for its international operations with examples.

UNIT-III

11. Explain salient features of the alternative distribution channels commonly used for international markets.
12. Recommend suitable promotional strategies for international markets with illustrations.

UNIT-IV

13. What factors should be kept in mind while selecting a country for international operations? Explain alternative global market entry strategies.
14. Explain characteristic features of different types of organisational structures for international operations.

SECTION-C

15. Read the Case “Unique Toyland” and Attempt the Questions Based upon it: “Unique Toyland”

An international toy company specializing in plastic building blocks and currently operating in the U.S. and Europe, now wants to enter Asian market.

- a) Propose and justify the ways in which the company can carry out market segmentation on the Asian toy market. (3)
- b) Would you recommend product standardization or adaptation strategy to the company for the Asian market? justify your answer giving suitable examples. (3)
- c) What should be the positioning strategy for the Asian Markets? (2)

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.