

Total No. of Questions : 4]

SEAT No. :

P2178

[Total No. of Pages : 2

[5804]-505

T.Y. B.B.A. (I.B.)

505(A) : INTERNATIONAL MARKETING MANAGEMENT - I

(2019 Pattern) (Semester - V)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Figures to the right indicate full marks.*

Q1) A) Multiple choice questions:

[5]

- a) International marketing ensures _____ utilization of resources.
- | | |
|-------------|-------------|
| i) Minimum | ii) Maximum |
| iii) Normal | iv) Proper |
- b) International marketing selection process includes _____.
- | | |
|---------------------------|------------------|
| i) Segmentation of market | ii) Availability |
| iii) Profitability | iv) All of above |
- c) International marketing plan must address payment and _____.
- | | |
|-----------|---------------|
| i) Credit | ii) Paperwork |
| iii) Lien | iv) Receipt |
- d) Distribution channels vary depending on which of the following?
- | | |
|-----------------------|------------------|
| i) Target market size | ii) Competition |
| iii) Intermediaries | iv) All of above |
- e) International marketing environment is _____ in character.
- | | |
|---------------|----------------------|
| i) Stable | ii) Static |
| iii) Flexible | iv) Fluid & Flexible |

P.T.O.

- B) One sentence questions: [5]
- a) International Marketing.
 - b) Distribution channel.
 - c) Vertical Marketing.
 - d) Product.
 - e) Price.

Q2) Explain different principles of International Marketing. [10]

OR

What are the factors influencing the market selection decision? [10]

Q3) Explain the various international marketing strategies. [10]

OR

Explain the different pricing methods. [10]

Q4) Write short notes on (any four): [20]

- a) Problems of market segmentation.
- b) Types of Packaging.
- c) Sponsorship marketing.
- d) Joint Venture.
- e) Objectives of International marketing.
- f) Branding.

