

Total No. of Questions : 3]

SEAT No. :

P-1947

[Total No. of Pages : 2

[6035]-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) _____ is a one which the main members of a distribution channel work together as a unified force.
- i) Digital Marketing ii) Vertical Marketing
iii) Horizontal Marketing iv) Hybrid Marketing
- b) _____ pricing is based on the sum of all costs connected with delivering a product or service.
- i) Cost-based pricing ii) Value-based pricing
iii) Demand pricing iv) Competition pricing
- c) _____ is a first stage of product life cycle.
- i) Introduction ii) Growth
iii) Maturity iv) Decline
- d) _____ is a process of preparing a product for a suitable storage.
- i) Transportation ii) Packaging
iii) Labelling iv) Grading

P.T.O.

e) _____ is the beginning and end of all business activity.

- i) Segmentation
- ii) Selling
- iii) Marketing
- iv) Promotion

B) Define the term : [5]

- a) Export pricing.
- b) Advertising.
- c) Franchising.
- d) International Marketing
- e) Joint venture

Q2) Long answer questions (any two) : [20]

- a) Explain different principles of International Marketing.
- b) Explain International Branding strategies.
- c) What are the factors influencing the channel selection decision.
- d) Explain advantages and limitations of personal selling.

Q3) Write short notes on (any four) : [20]

- a) Problems of Market segmentation.
- b) Importance of price mix.
- c) Merger.
- d) Grey Market.
- e) Stages of PLC.
- f) Types of Packaging.
