

Total No. of Questions : 3]

SEAT No. :

P6042

[Total No. of Pages : 2

[6145]-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]

- i) _____ is exporting feanchising, licensing or complete entry of a marketing organization into another country.
 - a) International marketing
 - b) Domestic marketing
 - c) Digital marketing
 - d) e-marketing
- ii) _____ is a one which the main members of a distribution channel work together as a unified force.
 - a) Digital marketing
 - b) Vertical marketing
 - c) Horizontal marketing
 - d) Hybrid marketing
- iii) _____ is a word, letter or figure or a combination of all three
 - a) Brand name
 - b) Trade name
 - c) Brand mark
 - d) Trade characters
- iv) _____ pricing is based on the sum of all costs connected with delivering a product or service
 - a) Cost-based pricing
 - b) Value based pricing
 - c) Demand pricing
 - d) Seasonal pricing
- v) _____ is a organised effort to selling job to secure the greatest effectiveness for advertising and for dealer's help.
 - a) Sales promotion
 - b) Personal selling
 - c) Publicity
 - d) Public relation

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- B) Define the term : [5]
- i) Publicity
 - ii) Export pricing
 - iii) Domestic planning
 - iv) Channel of distribution
 - v) Franchising

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

- a) Explain challenges and opportunities in international marketing.
- b) What are the factors influencing the market selection decision?
- c) Explain international branding strategies.
- d) Explain advantages and limitations of personal selling.

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

- a) Sponsorship marketing
- b) Importance of price mix
- c) Types of packaging
- d) International marketing planning
- e) International market segmentation
- f) Merger

