

Total No. of Questions : 3]

SEAT No. :

PB-1983

[Total No. of Pages : 2

[6227]-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 the second stage of Product Life Cycle.
 - a) Introduction
 - b) Growth
 - c) Maturity
 - d) Decline
- ii) _____ is the process of giving detail information of product.
 - a) Transportation
 - b) Packing
 - c) Labelling
 - d) Grading
- iii) International Marketing of products is dependent on _____.
 - a) International Laws
 - b) Quality of a product
 - c) Variety of Product
 - d) Price of Product
- iv) International Marketing strategies include following types of mergers.
 - a) Horizontal
 - b) Vertical
 - c) Concentric
 - d) All of the above
- v) The main characteristic of International Marketing environment is _____.
 - a) Stable
 - b) Static
 - c) RIGID
 - d) Fluid & Flexible

P.T.O.

B) Answer in One sentence :

[5]

- i) Product Standardisation
- ii) Domestic Marketing
- iii) International Branding
- iv) MNC
- v) Public Relation

Q2) Long Answer Questions (Any Two) :

[2 × 10 = 20]

- a) What is 'International Marketing'? Explain in detail the principles of International Marketing.
- b) What is 'Channel Selection Decision'? Explain various factors influencing the Channel Decision.
- c) What is Branding in International Marketing? Explain International Branding Strategies.
- d) What is 'Pricing Decision'? Explain environmental influences on Pricing Decision.

Q3) Write Short Notes on : (Any Four)

[4 × 5 = 20]

- a) Opportunities in International Marketing
- b) Foreign Manufacturing strategies
- c) International Marketing Planning and Control
- d) Grey Market Goods
- e) Sales Promotion
- f) Product Life Cycle in International Marketing

