

Total No. of Questions : 3]

SEAT No. :

PD-1473

[Total No. of Pages : 2

[6442] - 705

T.Y. B.B.A. (IB)

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 beginning and end of all business activities.
 - a) Segmentation
 - b) Selling
 - c) Marketing
 - d) Promotion
- ii) _____ is a marketing instrument in which the franchisor gives right to use branding to third party.
 - a) Retailer
 - b) Franchising
 - c) Dealer
 - d) Licensing
- iii) _____ is a first stage of product life cycle.
 - a) Introduction
 - b) Growth
 - c) Maturity
 - d) Decline
- iv) _____ is a process of preparing a product for suitable storage
 - a) Transportation
 - b) Packaging
 - c) Labelling
 - d) Grading
- v) _____ is a price which is determined by the home-based marketing managers for the international market
 - a) Export pricing
 - b) Transfer pricing
 - c) Cost based pricing
 - d) Value based pricing

P.T.O.

B) One sentence questions

[5]

- i) International marketing
- ii) Domestic marketing
- iii) Joint ventures
- iv) Advertising
- v) Personal selling

Q2) Long answer questions

[20]

- a) Explain the different principles of International marketing.
- b) What are the factors influencing the channel selection decision?
- c) Explain the various international marketing strategies.
- d) What is sales promotion? Explain its characteristics and objectives.

Q3) Write short notes on (any four)

[20]

- a) Problems of market segmentation
- b) Objectives of distribution channel
- c) Stages of PLC
- d) Factors influencing international pricing
- e) Grey market
- f) Challenges in International marketing

