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Register Number

Name of the Candidate:

M.B.A. DEGREE EXAMINATION, May 2015**(DESIGN MANAGEMENT)****(SECOND YEAR)****252: INTERNATIONAL BRANDS IN INDIA**

Time: Three hours

Maximum: 75 marks

SECTION-A**(5×3=15)****Answer any FIVE questions****Write short notes on:**

1. International marketing.
2. Distributor
3. Franchisor
4. Domestic market
5. Cultural factors
6. Product factors
7. Role of political factors
8. Performance of international brands.
9. Assessment of products

SECTION- B**(3×10=30)****Answer any THREE questions**

10. Explain about the features of international marketing.
11. Write short note on role distributors in international marketing.
12. What do you understand from the term "Profiling international product markets"?
13. What are the methods to access performance in international brands?
14. "International Brands are polluting Indian Business" –Comment.

SECTION- C**(1×15=15)****Answer any ONE question**

15. List out the characteristics of global brand.
16. Discuss about the role of 4P's of marketing in internal brands.
17. Write a detailed note on contribution of communication strategies to World market.

SECTION- D**(1×15=15)****(Compulsory)**

18. Many Indian brands do not prefer being called Indian- Analyze the situation.
