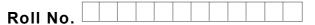
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Total No. of Pages : 02

Total No. of Questions : 15

## MBA(IB) (2015 to 2017) (Sem.-3) INTERNATIONAL MARKETING Subject Code : MBAIB-303

M.Code: 70766

## Time: 3 Hrs.

Max. Marks : 60

## **INSTRUCTION TO CANDIDATES :**

- 1. SECTION-A contains SIX questions carrying FIVE marks each and students has to attempt any FOUR questions.
- 2. SECTION-B consists of FOUR Subsections : Units-I, II, III & IV. Each Subsection contains TWO questions each carrying EIGHT marks each and student has to attempt any ONE question from each Subsection.
- 3. SECTION-C is COMPULSORY and consist of ONE Case Study carrying EIGHT marks.

SECTION-A

- 1. Define International Marketing
- 2 Highlight advantages of outsourcing of research
- 3 What are functions of packaging?
- 4. What are features of a good product label?
- 5. Highlight importance of social marketing for global operations.
- 6. Differentiate between mergers and acquisitions.

#### **SECTION-B**

## UNIT-I

- 7. a) Critically examine why international marketing is more complex than domestic marketing, with suitable illustrations.
  - b) Write a note on globalisation of competition.
- 8. Highlight the scope of international marketing research. Elaborate with suitable illustrations.

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### UNIT-II

- 9. a) What factors should be kept in mind while developing a product for international markets? Elaborate.
  - b) Highlight alternative branding strategies for global markets. Give illustrations in support of your answer.
- 10. What factors should be kept in mind while deciding pricing for international markets? Explain alternative pricing strategies a firm can pursue for its international operations with examples.

#### UNIT-III

- 11. Explain salient features of the alternative distribution channels commonly used for international markets.
- 12. Recommend suitable promotional strategies for international markets with illustrations.

#### UNIT-IV

- 13. What factors should be kept in mind while selecting a country for international operations? Explain alternative global market entry strategies.
- 14. Explain characteristic features of different types of organisational structures for international operations.

## **SECTION-C**

15. Read the Case "Unique Toyland" and Attempt the Questions Based upon it: "Unique Toyland"

An international toy company specializing in plastic building blocks and currently operating in the U.S. and Europe, now wants to enter Asian market.

- a) Propose and justify the ways in which the company can carry out market segmentation on the Asian toy market. (3)
- b) Would you recommend product standardization or adaptation strategy to the company for the Asian market? justify your answer giving suitable examples. (3)
- c) What should be the positioning strategy for the Asian Markets? (2)

# NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.

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