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**MBAINT**  
**(SEM VIII) THEORY EXAMINATION 2021-22**  
**INTERNATIONAL MARKETING**

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**Time: 3 Hours****Total Marks: 70****Note:** Attempt all Sections. If require any missing data, then choose suitably.**SECTION A**

1. **Attempt all questions in brief.** **2x7 = 14**
- Define franchising
  - What is e-marketing?
  - Define joint venture with relevant examples.
  - Differentiate between packaging and labelling.
  - Throw the light on price and non price competition
  - Explain stages of international product life cycle.
  - Discuss e tailing

**SECTION B**

2. **Attempt any three of the following:** **7x3 = 21**
- Managing cultural differences are most difficult in international marketing. Justify this statement with relevant examples.
  - Explain the component of marketing information system.
  - Discuss the steps of international marketing research with suitable examples.
  - Elaborate stages of going outside the home country.
  - Define positioning. Explain positioning strategy in the context of international marketing.

**SECTION C**

3. **Attempt any one of the following:** **7x1 = 7**
- Explain market entry strategy to enter into the international market.
  - Explain types of strategic alliance with relevant examples.
4. **Attempt any one of the following:** **7x1 = 7**
- Define the brand. How branding decision for international market is different than branding decision for domestic market?
  - Explain international product life cycle. Highlight suitable marketing strategy for each stage of international product life cycle.
5. **Attempt any one of the following:** **7x1 = 7**
- How accessibility is significant for international marketing? Discuss the segmentation variables to classify the international market.
  - Pricing is most sensitive decision of marketing mix. Comment. Also explain important international pricing strategies.
6. **Attempt any one of the following:** **7x1 = 7**
- Explain legal and ethical issues in international business with suitable examples.
  - Excess promotion leads to brand dilution. Comment. Elaborate sales promotion strategies in the context of international marketing.
7. **Attempt any one of the following:** **7x1 = 7**
- Discuss the role of e marketing and e tailing in international marketing. Also explain the promotional strategies used in e tailing.
  - Differentiate between advertising and publicity. Suggest the measures to mitigate negative word of mouth publicity in international marketing.