

[Time: 2 ½ Hours]

[Marks: 75]

Please check whether you have got the right question paper.

- N.B: 1. All questions are compulsory.
2. Figures to the right indicate full marks.

- Q.1 Answer the following (any 2) 15
(a) Discuss the main drivers of international marketing.
(b) Distinguish between domestic and international marketing.
(c) Explain the types of non-tariff barriers.
- Q.2 Answer the following (any 2) 15
(a) Technology has a major impact on International Marketing Research. Comment.
(b) Explain briefly the elements of culture.
(c) How can legal environment pose challenge in International Market?
- Q.3 Answer the following (any 2) 15
a) Explain the following concepts (2.5 marks each)
(1) Grey Market
(2) Predatory Pricing
(3) Packaging
b) Discuss the steps in International Promotional Campaign.
c) Explain the various product decisions that one needs to take before entering international market.
- Q.4 Answer the following (any 2) 15
a) Discuss the need of international service marketing.
b) What are the different types of international marketing strategy?
c) Write a detailed note on International Organisational design.
- Q.5 Case Study 15
Tom, Dick & Harry an international Swiss Company, manufacturing wrist watches is willing to enter Indian Market. As a marketing consultant suggest the following:
(1) Mode of Entry. Justify (5)
(2) Suitable marketing mix for target consumer (10)