

M.B.A.(with Credits)-Regular-Semester 2012 Sem IV  
**Paper-MBA244F-International Marketing:**  
**(International Business Management)**

P. Pages : 1

Time : Three Hours



**GUG/W/16/5213**

Max. Marks : 70

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- Notes : 1. Attempt **any five** questions.  
2. All questions carry equal marks.

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|-----|---|----|
| 1.  | Explain the concept and features of Globalisation.  | 14 |
| 2.  | Differentiate between International Trade and International Marketing   | 14 |
| 3.  | Give an overview on Environment factors with regards to International Marketing environment.                      | 14 |
| 4.  | How is Adaption and product positioning been done for global Markets? Explain.                                    | 14 |
| 5.  | Give a detailed note on 'Global Outlook' and 'Local orientation'.   | 14 |
| 6.  | Highlight the points for setting Marketing set up Abroad.   | 14 |
| 7.  | How are Marketing strategies been managed for Joint Ventures and Collaborations with regards to Global Expansion. | 14 |
| 8.  | Explain the marketing mix in international marketing.   | 14 |
| 9.  | State the various technology issues in product design and development for global markets                          | 14 |
| 10. | Write short notes on <b>any two</b> .   | 14 |
|     | a) Entry and operating decision.  |    |
|     | b) Agency arrangements.   |    |
|     | c) Competitiveness of Products.   |    |
|     | d) International Marketing.   |    |

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