

**S.D.E.**

**B.B.A. (2006 COURSE) SEM-V : WINTER - 2017**  
**SUBJECT : ELECTIVE - I: d) INTERNATIONAL MARKETING (IB)**

Day : **Monday**  
Date : **18/12/2017**

**W-2017-4126**

Time : **10.00 AM TO 1.00 PM**  
Max. Marks : 80

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**N.B.:**

- 1) Attempt **ANY FOUR** questions from Section - I and attempt **ANY TWO** questions from Section - II.
  - 2) Answer to both the **SECTION** should be written in **SEPARATE** answer books.
  - 3) Figures to the right indicate **FULL** marks.
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**SECTION - I**

- Q.1** Outline the changing role of MNC's for promotion of export of FMCG of your choice. **[12]**
- Q.2** How will you conduct "GOTA" on behalf of a firm manufacturing and exporting Luxurious Car? **[12]**
- Q.3** Frame an effective Integrated Marketing Communication for Global Marketing of essential goods. **[12]**
- Q.4** What is 'Export Pricing'? Suggest an effective Export Price Mix for exporters of : **[12]**
- a) Ready made Garments
  - b) Herbal Cosmetics
- Q.5** Write short notes on **ANY TWO** of the following: **[12]**
- a) Global Branding Strategies
  - b) Mega Marketing
  - c) Export Promotion Council
  - d) Product Adaptation

**SECTION - II**

- Q.6** "There exist difference between 'Domestic Customer' and 'Global Customer' ". **[16]**  
Comment on this statement with suitable examples.
- Q.7** What is International Distribution System? Briefly explain changing role of intermediaries involved, by citing examples. **[16]**
- Q.8** How will you conduct Overseas Marketing Research on behalf of an Indian MNC, which is in business of Software Consultancy Services, of your choice? **[16]**

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