

GUJARAT TECHNOLOGICAL UNIVERSITY**MBA INTEGRATED/MAM - SEMESTER– VII EXAMINATION – SUMMER 2021****Subject Code: 2577141****Date: 10/08/2021****Subject Name: International Marketing****Time: 02:30 PM TO 05:30 PM****Total Marks: 70****Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

- Q.1** (a) Define International Marketing. Explain its benefits and process of Internationalization. **07**
(b) Describe various political factors affecting international marketing in detail with suitable examples. **07**
- Q.2** (a) Explain Sales Promotion and Advertising Strategies in international marketing with example. **07**
(b) Which kind of Psychological and Social aspects, international marketers have to take into consideration? **07**
- OR**
- (b) Assume that you are a head of the international division in XYZ company, you are required to prepare market entry strategies for product “organic fruits & vegetables” **07**
- Q.3** (a) Explain life cycle of the international product by taking suitable example. **07**
(b) Define the strategies in managing the product line & market segmentation. **07**
- OR**
- Q.3** (a) Explain new product development stages with suitable example **07**
(b) Explain the factors affecting international pricing decisions in details **07**
- Q.4** (a) Before selecting any country to do business with, which information is scanned by managers? **07**
(b) What are the Issues and challenges faced in communicating across countries? Describe in detail. **07**
- OR**
- Q.4** (a) Explain Country – of – origin effect in International Product Planning in detail. **07**
(b) Explain Personal selling and publicity Strategies in international marketing with example. **07**
- Q.5** (a) Explain the transfer pricing policies for International Markets. **07**
(b) What are the points taken into consideration while selection of overseas agents **07**
- OR**
- Q.5** (a) How international logistics is different from national logistics? Explain in detail. **07**
(b) Explain the warehousing & insurance strategies to be followed in International Marketing. **07**
