

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA INTEGRATED- SEMESTER - VII EXAMINATION- SUMMER-2023

Subject Code: 2577141**Date: 19/06/2023****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.
4. Use of simple calculators and non-programmable scientific calculators are permitted.

Q.1 (a) What is international marketing? Explain international marketing management process with examples. **07**

(b) Explain international product life cycle with suitable example. **07**

Q.2 (a) Discuss the different factors that influence pricing decisions in an international context. **07**

(b) Discuss how marketing research plays a crucial role in identifying international opportunities. **07**

OR

(b) Discuss the different issues and challenges encountered when promoting in international markets. **07**

Q.3 (a) Discuss different entry strategies employed by companies to expand into international markets, providing examples to illustrate each approach. **07**

(b) Explain Sales Promotion and Advertising Strategies in international marketing with example. **07**

OR

Q.3 (a) Define International Marketing. Explain its benefits and process of Internationalization. **07**

(b) Explain new product development stages with suitable example. **07**

Q.4 (a) Explain Country – of – origin effect in International Product Planning in detail. **07**

(b) Explain the transfer pricing policies for International Markets. **07**

OR

Q.4 (a) Explain the warehousing & insurance strategies to be followed in International Marketing. **07**

(b) Describe some Opportunities and Challenges in International Marketing created by new advances in information technology. **07**

Q.5 (a) Explain International Marketing Environment in detail with example. **07**

(b) Describe International New Product Development process in detail. **07**

OR

Q.5 (a) How do trade fairs and exhibitions contribute to international market expansion for businesses? **07**

(b) What are the risks and challenges associated with market selection in the context of international expansion? **07**