

Seat No.: \_\_\_\_\_

Enrolment No. \_\_\_\_\_

# GUJARAT TECHNOLOGICAL UNIVERSITY

MBA(INTEGRATED)- SEMESTER- VII EXAMINATION – WINTER 2020

Subject Code:2577141

Date:02/01/2021

Subject Name:International Marketing

Time:10:30 AM to 12:30 AM

Total Marks: 47

Instructions:

1. Attempt any THREE questions from Q1 to Q6.
2. Q7 is compulsory.
3. Make suitable assumptions wherever necessary.
4. Figures to the right indicate full marks.

- Q.1** (a) Describe some Opportunities and Challenges in International Marketing created by new advances in information technology. **07**
- (b) Explain Nature, Scope and Importance of International Marketing. **07**
- Q.2** (a) Explain Process of Internationalization in detail. **07**
- (b) What is International Marketing Research? Discuss the International Marketing Research Process in detail. **07**
- Q.3** (a) Explain Product Standardization and Adaptation and its relevance in International Marketing. **07**
- (b) Explain International Marketing Environment in detail with example. **07**
- Q.4** (a) Explain International Product Life Cycle in brief. **07**
- (b) Describe International New Product Development process in detail. **07**
- Q.5** (a) Describe Global Market Segmentation bases in detail. **07**
- (b) What is Grey Market? Define International Pricing strategies and the pricing objectives. **07**
- Q.6** (a) Explain Import Oriented and Japanese Distribution structure in brief. **07**
- (b) What are the challenges in International Promotion strategy? **07**
- Q.7** (a) What are International Branding and Packaging Strategies? **05**

**OR**

- Q.7** (a) Describe Merger, Acquisition and Contract Manufacturing with example. **05**

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