

GUJARAT TECHNOLOGICAL UNIVERSITY**MBA Integrated - SEMESTER- VII EXAMINATION – WINTER 2021****Subject Code: 2577141****Date:01/12/2021****Subject Name: International Marketing****Time: 10:30 AM to 01:30 PM****Total Marks: 70****Instructions:**

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

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|-----------|-----|--|----|
| Q.1 | (a) | Explain new product development stages with suitable example | 07 |
| | (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.2 | (a) | How international logistics is different from national logistics? Explain in detail. | 07 |
| | (b) | Discuss various Regional Trade Areas (RTAs) and its implication for International Marketers. | 07 |
| OR | | | |
| | (b) | What are the points taken into consideration while selection of overseas agents | 07 |
| Q.3 | (a) | What are the Issues and challenges faced in communicating across countries? Describe in detail. | 07 |
| | (b) | Describe Branding and Packaging Decisions while marketing internationally, explain it by taking product of your choice. | 07 |
| OR | | | |
| Q.3 | (a) | Explain the different types of control required in international marketing. | 07 |
| | (b) | Define International Marketing. Explain its benefits and process of Internationalization | 07 |
| Q.4 | (a) | Explain International Product Life Cycle by taking example of your choice. | 07 |
| | (b) | Describe factors affecting international pricing decisions. Also explain international pricing process. | 07 |
| OR | | | |
| Q.4 | (a) | Describe various political factors affecting international marketing in detail with suitable examples. | 07 |
| | (b) | Describe tariff and non-tariff barriers in international marketing | 07 |
| Q.5 | (a) | Which kind of Psychological and Social aspects, international marketers have to take into consideration? | 07 |
| | (b) | Explain Sales Promotion and Advertising Strategies in international marketing with example. | 07 |
| OR | | | |
| Q.5 | (a) | Which kind of research is requiring, knowing the behaviour of international consumer? Explain in detail. | 07 |
| | (b) | Describe the documentation required in International Trade. | 07 |
