

GUJARAT TECHNOLOGICAL UNIVERSITY**MAM - SEMESTER- IX EXAMINATION – WINTER 2021****Subject Code: 4190542****Date: 24/11/2021****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.

- Q.1** (a) Define International Marketing. Explain the Process of International Marketing. **07**
 (b) Explain Non-tariff Barriers of International Marketing. **07**
- Q.2** (a) How Political and Legal factors influences International Marketing? **07**
 (b) How Cultural factors affect the International Marketing? **07**
- OR**
- (b) Explain the various type of Tariff Barriers encounter by marketer in international trade. **07**
- Q.3** (a) Write a short note on BRICS. **07**
 (b) Explain the process of Marketing Research in detail. **07**
- OR**
- Q.3** (a) Briefly explain various types of Market Entry Strategies. **07**
 (b) Write a short note on SAARC. **07**
- Q.4** (a) Compare and Contrast Unified and Diversified Advertising Strategy in detail. **07**
 (b) What factors make it feasible for marketers to offer standardized product like Apple iPhone 12? **07**
- OR**
- Q.4** (a) Explain in detail various Types of Pricing used in International Marketing. **07**
 (b) Explain New Product Development Process. **07**
- Q.5** (a) Explain International Product Life Cycle Theory and its Marketing Implications. **07**
 (b) Write a note on Documents required in International Trade. Explain with its purpose in International Trade. **07**
- OR**
- Q.5** (a) Explain the Types of Intermediaries with reference to Direct Channel. **07**
 (b) Explain the various considerations in Packaging & Labeling in International Marketing. **07**
