

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA Integrated– SEMESTER –VII-EXAMINATION – WINTER-2023

Subject Code:2577141**Date: 06-12-2023****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.**
4. **Use of simple calculators and non-programmable scientific calculators are permitted.**

- Q.1** (a) What is the International Marketing? Explain nature & scope of International Marketing. **07**
(b) Discuss socio and cultural environment on international marketing. **07**
- Q.2** (a) Explain Market entry strategies in international marketing. **07**
(b) Explain standardization v/s adaptation. **07**
- OR**
- (b) Explain Country – of – origin effect with suitable example. **07**
- Q.3** (a) Explain International Product Life Cycle in details. **07**
(b) What do you mean by New Product? Explain New Product Development process. **07**
- OR**
- Q.3** (a) Discuss Factors affecting international pricing decisions. **07**
(b) Write down short note on international pricing process and policies. **07**
- Q.4** (a) What do you mean warehousing? Explain its objective. **07**
(b) Explain modes of transportation. **07**
- OR**
- Q.4** (a) Outline the difficulties which could occur while conducting an advertising campaign across national boundaries. **07**
(b) Discuss the elements of international advertising strategy. **07**
- Q.5** (a) Discuss sales promotional tools for international marketing. **07**
(b) What do you mean by international distribution? Discuss criteria of selection of overseas agents. **07**
- OR**
- Q.5** (a) Write down short note on trade fairs & exhibitions with reference to international marketing. **07**
(b) Discuss pricing for international market. Explain transfer pricing in details. **07**
