

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**MBA INTEGRATED-SEMESTER-VII-EXAMINATION-WINTER-2024**

**Subject Code: 2577141**

**Date: 22/11/2024**

**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) Is Domestic Marketing the same as International Marketing? **07**  
(b) Why do companies expand business Internationally? What are the scopes of International Marketing? **07**
- Q.2** (a) What are the social and cultural challenges facing organization's doing international Marketing? **07**  
(b) Note down the steps in the process of International Marketing. **07**
- OR**
- (b) How does Macdonald Promote New product in India? **07**
- Q.3** (a) Explain Perlmutter's EPRG framework of international operations evolution. **07**  
(b) International Marketing research is a rational and organized activity. definite step by step procedure of marketing research? **07**
- OR**
- Q.3** (a) Explain following economic integrations- NAFTA, ASIAN, EU. **07**  
(b) What influence does the country-of-origin effect refer to explain with appropriate example? **07**
- Q.4** (a) Write short note on mentioned marketing entry strategies - 1. Franchising 2. Turn key project. **07**  
(b) Explain various types effective pricing strategies of international marketing mix. **07**
- OR**
- Q.4** (a) Advantages and disadvantages of using overseas agent. **07**  
(b) How warehouses useful for traders, explain various types of warehouses. **07**
- Q.5** (a) What are the factors that influence international pricing? **07**  
(b) Explore International advertisement features, format and trends with examples. **07**
- OR**
- Q.5** (a) Write International Product life cycle theory with example. **07**  
(b) Describe International promotion mix. **07**

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