

SANT GADGE BABA AMRAVATI UNIVERSITY, AMRAVATI
H.V.P.M's
COLLEGE OF ENGINEERING & TECHNOLOGY, AMRAVATI
MBA Semester - III Examination (Summer- 2020)

International Marketing Strategy

Paper- MBA/3201/M
(Assignment Question Paper)

(Max. Marks - 20)

Note

- 1) Solve any 2 out of 4 assignment questions
- 2) Figures to the right indicate marks
- 3) Each question carries 10 marks.

Question No. 1

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| a) Define International Marketing? | 2M |
| b) What is need for Market Selection? | 2M |
| c) What do you mean by International Product Life Cycle? | 2M |
| d) What do you mean by International Marketing Intelligence? | 2M |
| e) What is Bill of Lading? | 2M |

Question No. 2

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|---------------------------------------|----|
| a) Why do companies go International? | 2M |
| b) What is Market Profile? | 2M |
| c) What is Private brand? | 2M |
| d) What is exploratory research? | 2M |
| e) What Trust receipt? | 2M |

Question No. 3

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|--|----|
| a) What do you mean by International Product Life Cycle? | 2M |
| b) What is Private brand? | 2M |
| c) Differentiate between Globalisation and Localisation? | 2M |
| d) Define transfer pricing? | 2M |
| e) Explain retrograde pricing process? | 2M |

Question No. 4

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|---|----|
| a) Define Ethnocentrism? | 2M |
| b) List the Important steps in International Market selection? | 2M |
| c) Differentiate between Globalisation and Localisation? | 2M |
| d) Write a note on International Marketing research? | 2M |
| e) Write a note on Environmental Issues in International Marketing? | 2M |