

BBA (Hons.)FIFTH SEMESTER EXAMINATION(SBP) 2018

BBA (H) 3916

INTERNATIONAL MARKETING

Max. Time: 3 hours

Max. Marks : 70

This paper consists of two sections. Each section is compulsory.

SECTION A

This section consists of ten questions carrying four marks each. Attempt any seven. $7 \times 4 = 28$

1. Write a short note on nature of international marketing 4
2. Write a short note on international dimensions of marketing. 4
3. Discuss global marketing information in brief. 4
4. Explain mergers in brief. <https://www.upadda.com> 4
5. Write a short note on importance and scope of channel decisions. 4
6. What do you understand by Product standardisation and adaptation 4
7. What are the benefits of International marketing? 4
8. What do you understand by Market Research? Discuss in brief. 4
9. What is a Joint venture? 4
10. What is positioning? ;

SECTION B

This section consists of five questions carrying fourteen marks each. Attempt any three.

$3 \times 14 = 42$

1. Write a detail note on Product life Cycle. 14
2. What do you understand by Global Marketing Information System and research. Explain. 14
3. Discuss the International Product decisions. 14
4. Explain primary and secondary global market segmentation, targeting and positioning. 14
5. Write a detailed note on nature importance and benefits of international marketing. 14