

Seat
No.

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आभास - 071

307 - Specialization - IV 437 B
Marketing Management
(Global Marketing Management)

P. Pages : 1

Time : Three Hours

Max. Marks : 60

Instructions to Candidates :

1. Do not write anything on question paper except Seat No.
2. Answersheet should be written with blue ink only. Graph or diagram should be drawn with the same pen being used for writing paper or black HB pencil.
3. Students should note, no supplement will be provided.
4. Attempt **any three** questions from section - I & **any two** questions from section - II.
5. Answer to both the sections must be written in the same answer book.
6. All questions carry equal marks.
7. Figures to the right indicate full marks.

SECTION - I

1. What is International Marketing Environment & Environmental factors relevant to it ? 12
2. Explain product life cycle in brief ? 12
3. Explain in brief scope for use of Indian Brands ? 12
4. What are the special considerations in International Marketing ? 12
5. What are the objectives & Factors affecting pricing policy ? 12

SECTION - II

6. Explain in brief International Marketing Channel System ? 12
7. Describe the export procedure & mention the documents required for export ? 12
8. Write short notes on **(any three)** 12
 - a) Joint Ventures
 - b) Product Mix
 - c) Problems in International Marketing
 - d) Communication Mix.
 - e) International Promotion.
