

SEAT No. \_\_\_\_\_

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**SARDAR PATEL UNIVERSITY**

BBA(FT/IB) (III Semester) Examination

Subject: International Marketing Management - I

Code: UM03CBBF03/B03

Year: 2017-2018

Date : 21/11/2017

Time: 02:00p.m to 04:00p.m

Day : Tuesday

Total Marks: 60

Q.1 Explain International Marketing with driving and restrain forces affecting Global Integration and Global Marketing . [15]

**OR**

Q.1(a) Distinguish: International Marketing and Domestic Marketing. [08]

Q.1(b) Discuss Problems and Prospects of International Marketing with reference to India. [07]

Q.2 Depict Socio-cultural, Political and Demographic environment and its implication on international marketing. [15]

**OR**

Q.2 What are the implications of Economic, Legal and Technological environment on international marketing? [15]

Q.3 Describe different classification of Markets and also discuss different factors to be considered in identifying foreign markets. [15]

**OR**

Q.3 Elucidate briefly export procedure and import procedure. [15]

Q.4 Make a distinction between Services and Product. Enumerate briefly Service globalization potentials and Local marketing of global services . [15]

**OR**

Q.4 Explain : [15]  
1) Controlling local service quality  
2) Foreign Entry of services

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