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SARDAR PATEL UNIVERSITY
BBA (FT) (IV Sem.) Examination

2013

Saturday, 23rd March

11 am - 1 pm

UM04EBBF01 - International Marketing Management I

Total Marks: 80

Note: Figures to the right indicate full marks.

Q.1

(A) Differentiate Domestic Marketing and International Marketing. [08]

(B) Write on Principles of Marketing. [07]

OR

Q.1 Explain in detail Problems and Prospects of International Marketing with reference to India. [15]

Q.2 Explain what is International Marketing environment? Explain implication of environment of marketing. [15]

OR

Q.2 Explain how Economic, Demographic and Socio-cultural factors influence the environment with suitable examples. [15]

Q.3 Explain in detail different types of markets. [15]

OR

Q.3 Explain various factors to be considered for identifying international market. [15]

Q.4

(A) Differentiate between Marketing of Physical Products and Services. [08]

(B) What are the modes for entry of services in foreign markets? [07]

OR

Q.4

(A) Explain how global services can be marketed in local markets. [08]

(B) How local service quality can be controlled? Explain. [07]

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