

SEAT No. _____

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SARDAR PATEL UNIVERSITY

BBA(FT/IB) (IV Semester) Examination

Subject: International Marketing Management - II

Code: UM04CBBB03

Year: 2017-2018

Date : 21/04/2018

Time: 10:00a.m to 12:00p.m

Day : Saturday

Total Marks: 60

Q.1 What is Global Product? Explain briefly with example Product Strategies. [15]

OR

Q.1 Write a note on : [15]

1) Product Design Consideration

2) Product Positioning

Q.2 Illuminate Global Price also explain Global pricing objectives and strategies. [15]

OR

Q.2 Discuss the environmental factors influences on Pricing Decision. What is Transfer Pricing? [15]

Q.3 Explicate Global Place with its objectives and Strategies. [15]

OR

Q.3 Explain : [15]

1) International Channel Innovations

2) Physical Distribution and logistic

Q.4 What is Personal Selling? Describe its process and how is the management of Personal Selling. [15]

OR

Q.4 Short Note on : (Any 3) [15]

1) Sales Promotion

2) Trade Shows and Exhibition

3) Sponsorship promotion

4) Direct Marketing