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No. of Printed Pages : 01

SARDAR PATEL UNIVERSITY

SYBBA[International Business] SEM - IV

Subject : International Marketing Management - II

UM04CBBF03

Date : 22-04-2016

Day : Friday

Time : 10:30 a.m to 12:30 p.m

Total Marks : 60

Q.1 Clarify the concept of Global Product. Describe various combinations of Product/Communication strategies available to global marketers. When is it appropriate to use each. **[15]**

OR

Q.1 Write note on : **[15]**
1) Product Positioning
2) Product Design Consideration
3) Product Saturation level in Global Markets.

Q. 2 What is Global Pricing? Identify some of the environmental constraints on global pricing decision. Also briefly explain various pricing objectives. **[15]**

OR

Q. 2 Write note on : **[15]**
1) Transfer Pricing
2) Dumping

Q.3 Explain Global Place with its Channel objectives and constraints. Also discuss Physical Distribution & Logistics. **[15]**

OR

Q.3 Write note on : **[15]**
1) International Channel Innovation
2) Distribution Channels : Terminology and Structure

Q.4 What is Global Promotion? Explain Public Relation and how it differs around the world. Briefly discuss importance of Trade shows and exhibition at global level. **[15]**

OR

Q.4 Write note on : **[15]**
1) Sales Promotion
2) Sponsorship Promotion
3) Personal Selling

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