

[5]

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

No. of Printed Pages : 1

**SARDAR PATEL UNIVERSITY**

BBA(FT/IB) (V Semester) Examination

Subject: International Marketing Management - III

Code: UM05CBBF03/B03

Year: 2017-2018

Date : 09/11/2017

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

Day : Thursday

Total Marks: 60

Q.1 Confer importance of Global Marketing and EPRG Orientation. [15]

**OR**

Q.1 Elucidate : [15]

- 1) International Marketing Management process
- 2) Process of Global Market Selection.

Q.2 Depict Franchising, Contract Manufacturing and Mergers as a Market Entry Strategies. [15]

**OR**

Q.2 Enlighten following Market Entry Strategies : [15]

- 1) Strategic Alliances
- 2) Counter Trade
- 3) Joint Venture

Q.3 Discuss International Marketing Research with its need and sources of Marketing Research. [15]

**OR**

Q.3 Explain in detail Marketing Research Process with hypothetical research problem. [15]

Q.4 Clarify with reference to Global e-Marketing: [15]

- 1) New technological changes the rule of Marketing
- 2) Components of the Electronic Value Chain.

**OR**

Q.4 Write a note on : [15]

- 1) Targeting the Individual Customer- Beyond Segmentation
- 2) Relationship Marketing
- 3) Interactivity

\*\*\*\*\*

①