

12 SEP 2019

Examination _____

Seat No. _____

B.B.A. SEM -06

INTERNATIONAL MARKETING MANAGEMENT (CE
608)

Code:-20947

Time : 03
Hours]

[Total Marks : 70

- Ques.1 Discuss the driving forces which contribute to the growth of international business. १४
- OR
- Ques.1 "International markets are turbulent." Discuss with reference to changes and challenges of international markets. १४
- Ques.2 Discuss the theory of balance of payments. १४
- OR
- Ques.2 Elaborate on the steps of export procedure. १४
- Ques.3 Explain the concept of product life cycle in detail. १४
- OR
- Ques.3 How does marketing environment affect the product pricing in international markets? १४
- Ques.4 Discuss the foreign market entry strategies. १४
- OR
- Ques.4 Write the need and process of overseas market research. १४
- Ques.5 Which financial instruments are used in international marketing? १४
- OR
- Ques.5 "Collaboration is the new way of international marketing." Suggest new techniques for success in international markets. १४