



**M.B.A. (Semester IV) Examination, June 2018
(Regular/Repeater) (Under Distance Learning)
INTERNATIONAL MARKETING**

Date : 23-6-2018

Total Marks : 70

Time : 2.30 p.m. to 5.30 p.m.

Instructions : 1) Answer **any 5** from the following.
2) **All** questions carry **equal** marks.

1. What are the various modes to enter into international business ?
 2. Describe various types of service institution which facilitates export.
 3. How does language complicate the task of global marketers ? Explain with example.
 4. What is trade policy ? Explain various types of trade policy.
 5. Explain the factors which influence branding, labeling and packaging planning.
 6. Describe components of international advertising strategy.
 7. What are the various issues and problems related to international pricing ?
 8. Write short notes on :
 - a) Standardization Vs Adaption.
 - b) Branding.
 - c) International Advertising agencies.
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**M.B.A. (IV Semester) Examination, June 2018
(Regular/Repeater) (Under Distance Learning)
INTEGRATED MARKETING COMMUNICATION**

Date : 24-6-2018

Time : 2.30 p.m. to 5.30 p.m.

Total Marks : 70

Instructions : 1) Answer **any 5** from the following.
2) **All** questions carry **equal** marks.

1. Discuss role of marketing communication in current scenario.
 2. Discuss advertising agencies. Explain various types.
 3. Develop a media plan for company to promote their broadband services. Take required assumptions.
 4. Discuss the methods of budgeting under IMC.
 5. How consumer buying is different from industrial buying ? Give at least six points of difference.
 6. What is perception, learning and attitude ? How these three are different from one another ?
 7. What is significance of branding ? How branding elevate level of product in market.
 8. Write short notes on :
 - a) Public relation.
 - b) Mobile marketing.
 - c) Sponsorship.
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