



**Master of Business Administration (M.B.A.) (Semester – IV) Examination,
December 2016
(Under Distance Learning)
INTERNATIONAL MARKETING**

Date : 17-12-2016

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. Differentiate between global and domestic market. Give features and implications of both.
2. What are the factors to be considered before cultural analysis of any global market ?
3. How pricing is determined in international market ? Discuss the process.
4. Distinguish between direct and indirect distribution channel with suitable example.
5. Describe importance of legal environment in international business.
6. What are various role of World Trade Organization ? Discuss in details.
7. What is product ? Discuss product life cycle of international product.



FM 503

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INTEGRATED MARKETING COMMUNICATION

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

1. What is integrated marketing communication plan ? Discuss various planning models.
 2. What do you understand by corporate identity ? Discuss various elements.
 3. How sponsorship, event, exhibitions help a company in their IMC objective ?
 4. Discuss hierarchy of IMC effect.
 5. What do you understand by generating website traffic ? Why it is important ?
 6. Discuss in detail role of PR practitioner.
 7. Advertisement plays an important role in development, in the light of same discuss various types of advertisement.
 8. Write short notes on :
 - a) Target market
 - b) Brand loyalty.
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