

[Time: 2 ½ Hours]

[Marks: 75]

Please check whether you have got the right question paper.

- N.B: 1. All Questions are compulsory.
2. Figures to right indicate full marks

- Q.1 Answer the following (any two) 15
- What is International Marketing? Explain the needs of international Marketing?
 - Explain the difference between Tariff Barriers and Non-tariff Barriers.
 - What are the modes of entering international marketing?
- Q.2 Answer the following (any two) 15
- Explain the process of International Marketing research.
 - How the cultural environment affect the International Marketing Environment?
 - What is economic environment? Explain International economic Integration.
- Q.3 Answer the following (any two) 15
- Explain the following concepts (2.5 marks each)
(i) Dumping (ii) Penetration Pricing (iii) Positioning
 - Explain the basis of Market Segmentation
 - What are the various International Promotional tools?
- Q.4 Answer the following (any two) 15
- What are the advantages and disadvantages of global service marketing?
 - Write a detail note on service culture
 - How to devise international Marketing Plan?
- Q.5 Case Study 15
- Kanta Ben, a small women entrepreneur residing in Jamnagar desires to export Indian spices in overseas market. She is facing difficulty in entering overseas market. As a marketing expert give your suggestions in the following areas.
- Market Selection (2)
 - Weather to adopt product standardization or adaptation strategy (3)
 - Marketing mix plan (10)