



Sanjay Ghodawat University, Kolhapur

2018-19

Established as State Private University under Govt. of Maharashtra. Act No XL, 2017

SY MBA

School of Commerce and Department:- Management
Management

Course Code : MMC MM 616

Course Title:- International
Marketing

Semester – Even

Day and Date :- Saturday

End Semester Examination

Time: 3 hrs, Max Marks: 100

Instructions:

01/06/2019

1) All Questions are compulsory.

2) Answer of optional question will not be considered for evaluation.

Marks COs Bloom's
Level

Q.1 Answer the following Questions.

- | | | | | |
|----|--|----|-----|----|
| a) | Describe the challenges of International Marketing in your words. | 10 | CO1 | L2 |
| b) | Illustrate the process of International Marketing Management | 10 | CO2 | L3 |
| OR | | | | |
| b) | Draw the Diagram of International Marketing Strategy and explain it in your own words. | 10 | CO2 | L3 |

Q.2 Answer the following Questions.

- | | | | | |
|----|---|----|-----|----|
| a) | Describe the entry methods of international market. | 10 | CO3 | L2 |
| b) | Examine the term product design decisions. | 10 | CO4 | L4 |
| OR | | | | |
| b) | Interpret the term transfer pricing with suitable examples. | 10 | CO4 | L4 |

Q.3 Answer the following Questions.

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|----|--|----|-----|----|
| a) | Determine which channel strategy is suitable for new market entry. | 10 | CO5 | L5 |
| OR | | | | |
| a) | How would you conclude the channel objectives and its constraints? | 10 | CO5 | L5 |

Q.4 Answer the following Questions.

- | | | | | |
|----|---|----|-----|----|
| a) | Discover which the organizational arrangements available in international marketing. | 10 | CO6 | L4 |
| b) | How would you adopt marketing organization in the global business? | 10 | CO6 | L3 |
| c) | Design blueprint of global functional divisional structure with suitable example? | 10 | CO6 | L6 |
| OR | | | | |
| c) | Create models of different organizational structures in international marketing and explain it. | 10 | CO6 | L6 |

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Q.5 Answer the following Questions.

- a) Assume you are Marketing Manager of MNC Company. 10 CO5 L4
Your Company would like to strengthen the market network of FMCG product with the help of adopting suitable channel structure. How would you discover the suitable channel structure for your product?
- b) Illustrate how advertising decisions are needed for Advertising 10 CO5 L3
Manager in international marketing?

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