



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 IB 614

Course Title:- International Semester – Even

Marketing Management

Day and Date :- Thursday
30/05/2019

End Semester Examination

Time: 3 hrs, Max Marks: 100
2.30 to 5.30 p.m.

Instructions:

- 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)	Summarize the principles of international marketing.	10	CO1	L2
b)	Illustrate the stages of new product development in international marketing with suitable example.	10	CO2	L3
	OR			
b)	List out the bases of market segmentation in international marketing.	10	CO2	L3
Q.2	Answer the following Questions.			
a)	Make a list and explain methods of international pricing.	10	CO3	L3
b)	Examine the various factors involved in distribution system.	10	CO4	L4
	OR			
b)	Discover the term international logistic planning with suitable example.	10	CO4	L4
Q.3	Answer the following Questions.			
a)	'Seller need to communicate the product properly by using promotion tools' – Justify	10	CO5	L5
	OR			
a)	XYZ Pvt. Ltd. is an MNC Company producing agro based FMCG Products. Company would like to do aggressive promotion of FMCG products in Indian Market. Assume you are Marketing Manager of XYZ Pvt. Ltd. How would you recommend the suitable media selection for promoting the products?	10	CO5	L5
Q.4	Answer the following Questions.			
a)	Interpret about the different forms of international business disputes.	10	CO6	L4

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| b) | Illustrate how legal concepts are important international business. | 10 | CO6 | L3 |
| c) | Construct the chart of different terms under international dispute settlement machinery in an organized way. | 10 | CO6 | L6 |
| OR | | | | |
| c) | Arrange the points for consideration related to ethics in international marketing. | 10 | CO6 | L6 |

Q.5 Answer the following Questions.

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|----|---|----|-----|----|
| a) | Assume you are Marketing Specialist working in the XYZ Ltd. Interpret how e - marketing and digital marketing practices helps to promote product. | 10 | CO5 | L4 |
| b) | Illustrate how marketing executives adopt personal selling process in to international marketing. | 10 | CO5 | L3 |

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