

Question Banks MBA-IIIrd sem
Subject- International Marketing (IB-01)

UNIT-1

Very Short answer (each 1.5 marks)

1. What is International marketing?
2. What is grey market?
3. What is marketing?
4. What is communication process?

Short answer(each 2 marks)

1. What are the benefits of IM?
2. Discuss the various reason for IM?

Long answers (each 3 marks)

1. Explain the differences between Marketing & International marketing
2. Discuss the various key dimensions of IM?
3. Wright down the process of internationalization?
4. Describes the world market environment?
5. Wright a brief note on political environment?
6. Explain the multiplicity of legal environment in IM?
7. Discuss the terms counterfeiting, branch v/s subsidiary?
8. What are the culture environment and its characteristics and its influence on IM/

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