

International Marketing
Paper: MM – 401

Time: Three Hours

Max. Marks: 70

Note:- Attempt any FIVE questions in all. Question no. 1 is compulsory. All questions carry equal marks.

1. Define International marketing. How does it differ from domestic marketing?
2. Discuss the impact of international trade on economic development of nation.
3. How will you segment the international market? Describe the factors which influence the selection of international market.
4. What do you understand by international product mix? Elaborate the elements used in product development.
5. Define international pricing policies. Explain different kinds of pricing decisions taken for durable goods in international market.
6. Write a detailed note on “International marketing planning and control.”
7. Describe briefly the main channels of distribution used in export markets. Which one would you recommend for the product of small manufacturer and why?
8. Write note son the following:
 - (a) International advertising strategy
 - (b) Process of price setting