



# 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:

1) All Questions are compulsory.

2:30 am to 5:30 pm

01/06/2019

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

		Marks	COs	Bloom's Level
<b>Q.1</b>	<b>Answer the following Questions.</b>			
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
<b>Q.2</b>	<b>Answer the following Questions.</b>			
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
<b>Q.3</b>	<b>Answer the following Questions.</b>			
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
<b>Q.4</b>	<b>Answer the following Questions.</b>			
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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P<sup>4</sup>yl-1/2

**Q.5** Answer the following Questions.

- a) Assume you are Marketing Manager of MNC Company. 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? 10 CO5 L4
- b) Illustrate how advertising decisions are needed for Advertising Manager in international marketing? 10 CO5 L3

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2/2