

Roll No. _____ University of Pune, Department of Management Sciences (PUMBA)

Executive MBA 2nd year

Internal Exam September 2013

304(F) - International Marketing

Time - 1:00 hrs

Marks:20

Answer **any two of the following three.**

Q.1. Discuss why Corporates are attracted to start International Marketing.

What are the benefits to them & the economy?

Q.2. Compare how International Marketing is different than Exporting.

Q.3. Explain the relationship of Value-Price-Cost with each other.

Also the ways to create & add value to your products/services.

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