

Savitribai Phule Pune University
Department of Management Sciences (PUMBA)
Executive MBA
2nd Year (Semester -III) External Exam Nov. 2014
304(F)- International Marketing

Time: 2hrs.

Marks: 50

Attempt any 5 questions. All questions carry equal marks

1. What are the various principles of International Marketing?
2. Detail the International Market Research process.
3. What is Marketing Mix? Discuss in detail various components of Product Mix as explained by author Roger Bennett.
4. What are the factors that govern a firm's decision to enter a new foreign market?
5. What are the various challenges and opportunities in International Marketing?
6. What are capitalist, socialist and mixed economies? How does the political environment in a country impact the legal environment? Explain with the help of examples.
7. Discuss the pros and cons of various modes of entry in a foreign market.
