

Savitribai Phule Pune University
(Formerly University of Pune)
Department of Management Sciences (PUMBA)
Executive MBA
2nd Year (Semester –III) External Exam November – 2015
304(F) International Marketing

Time: 2hrs.

Marks: 50

- **Attempt any two questions out of question number 1,2, 3 and 4.**
 - **Question Number 5 is compulsory**
1. What are the underlying forces of International Marketing? Give examples.
(15marks)
 2. What are the various stages of international marketing involvement? Explain with examples.
(15marks)
 3. What are the challenges and opportunities in International Marketing?
(15marks)
 4. Explain in detail and with examples about the Three Stages of the International Product Life Cycle **Theory**
(15marks)
 5. **Give an example of ethnocentrism with a case study. (20 marks)**
