

University of Pune
Department of Management Sciences (PUMBA)
Executive MBA Programme 2011-12
Internal Examination (3rd Semester)

304 (F): International Marketing

Time: 2 ½ hrs.

Marks: 30

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- Note:-1) Attempt any 3 questions.
2) All questions carry equal marks.
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- Q1.) Explain in details Niche Marketing & Differentiated Marketing along with practical examples.
- Q2.) "Quality of product is most important consideration rather than price in International Marketing". Do you agree with this statement? In support of your answer, please quote examples.
- Q3.) How "intelligence/information is collected regarding every aspect of international Marketing.
- Q4.) What are objectives of international marketing? What challenges & opportunities are lying in front of international marketing?
- Q5.) What are the means, modes & methodologies are adopted for market entry in International Marketing.