



**RF-3373**

**M. Com. (Part - I) Examination**

**April / May - 2010**

**Marketing : Paper - III**

*(International Marketing) (Old Course)*

Time : Hours]

[Total Marks :

**Instruction :**

(1)

નીચે દર્શાવેલ નિશાનીવાળી વિગતો ઉત્તરવહી પર અવશ્ય લખવી. Fillup strictly the details of signs on your answer book.	Seat No. :
Name of the Examination :	<input type="text"/>
<input type="text" value="M. Com. (Part - 1)"/>	<input type="text"/>
Name of the Subject :	<input type="text"/>
<input type="text" value="Marketing : Paper - 3 (Old)"/>	<input type="text"/>
Subject Code No. : <input type="text" value="3"/> <input type="text" value="3"/> <input type="text" value="7"/> <input type="text" value="3"/>	Section No. (1, 2,.....) : <input type="text" value="1&amp;2"/>
	<input type="text" value="Student's Signature"/>

- (2) Answer to the **two** sections should be written in **separate** answer books.
- (3) Question number one in section I and question number four in section II are **compulsory**.
- (4) All other questions have internal options within them.
- (5) Figures to the **right** indicate the full marks of the question.

**SECTION - I**

- 1 In the present age of Globalization discuss the significance of, and complexities in international marketing. Explain with examples how corporations undergo the transition from domestic to International marketing. **14**
- 2 (a) Understanding of the socio cultural and legal environment is critical for success in International marketing ventures. Discuss how these environments impact International marketing decisions. **7**
- (b) Discuss the role of Information Technology in the growth of international marketin. **7**

**OR**

- |          |  |          |
|----------|--|----------|
| <b>2</b> | (a) Explain the bases of Global market segmentation with examples.                           | <b>7</b> |
|          | (b) Discuss some International Branding strategies with examples.                            | <b>7</b> |
| <b>3</b> | List and explain the various methods of foreign market selection in International Marketing. | <b>7</b> |

**OR**

- |          |   |          |
|----------|---|----------|
| <b>3</b> | Explain the process of New product development for International Markets. | <b>7</b> |
|----------|---|----------|

### SECTION - II

- |          |  |          |
|----------|--|----------|
| <b>4</b> | (a) List and explain some of the Environmental factors affecting the International Pricing decisions.  | <b>7</b> |
|          | (b) Discuss the role of sales promotions and Advertising for success international marketing ventures.   | <b>7</b> |
| <b>5</b> | How will you appoint foreign Distributors and agents for International markets? Discuss some strategies for managing good relations with them. | <b>7</b> |

**OR**

- |          |   |           |
|----------|---|-----------|
| <b>5</b> | Explain the process of Organizing and Controlling International marketing Operations. | <b>7</b>  |
| <b>6</b> | Write short notes on : (any two)  | <b>14</b> |
|          | (1) EPRG Framework  |           |
|          | (2) International Logistics   |           |
|          | (3) International Pricing strategies  |           |
|          | (4) Product Adaptation v/s Standardization  |           |

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