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SARDAR PATEL UNIVERSITY
BBA - FT (V Semester) Examination
Tuesday, 17 March 2015
10.30 am – 12.30 pm
UM05CBBF03 - Marketing Management III

Total Marks: 60

- Q-1 (a) Define the term Global Marketing with its importance. 8
(b) Explain the process of Global Market selection. 7
- OR
- Q-1 What is International Marketing Management? Explain its process. 15
- Q-2 (a) Discuss the term Contract Manufacturing and Fully owned manufacturing facilities with its Differences. 10
(b) Give a note on Turnkey contracts with examples. 5
- OR
- Q-2 Write a short note on followings market entry strategies. 15
(a) Counter trade
(b) Licensing and Franchising
- Q-3 (a) What is International marketing research? Explain its Need in Overseas market. 8
(b) Give the Difference between Primary and Secondary data collection method. 7
- OR
- Q-3 Explain the Marketing Research Process with hypothetical research problem. 15
- Q-4 (a) State the meaning of Global e-Marketing and communication. 7
(b) How to Target the Individual Customers beyond Segmentation? 8
- OR
- Q-4 "New Technological Changes the Rule of Marketing" Discuss on this Statement. 15