

(55 & A-41) Seat No.: _____

No. Of Printed Pages: 1

SARDAR PATEL UNIVERSITY

November- 2016

Semester - V (IB)

Code : UM05CBBFO3/BO3

Subject : INTERNATIONAL MARKETING MANAGEMENT-III

Date : 18-11-2016, Friday

Time : 02:00PM to 04:0PM

Total Marks:60

Note : Justify your answers according to marks.

- Q.1 Give the meaning of Global Marketing. Explain EPRG model. 15
- OR**
- Q.1 Discuss International Marketing Management Process. 15
- Q.2 What is Contract Manufacturing and Fully owned Mfg. Facilities? 15
and also Give difference of them.
- OR**
- Q.2 Write a Note on: (a) Exporting (b) Counter Trade 15
- Q.3 What is International Marketing Research? Explain the need for 15
Overseas Marketing Research with examples.
- OR**
- Q.3 Discuss Sources and Approaches of Marketing Research. 15
- Q.4 What is Global e-Marketing? Discuss with examples about New 15
technological changes as the rule of Marketing
- OR**
- Q.4 Explain the Components of the Electronics Value Chain. 15

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ALL THE BEST