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**SARDAR PATEL UNIVERSITY****T.Y.B.B.A(International Business) Semester – V****Code: UM05CBBF03/B03****Subject: INTERNATIONAL MARKETING MANAGEMENT-III****Date: 23-10-2018, Tuesday****Time: 10:00A.M. To 12:00P.M****Total Marks: 60**

Note :Justify your answers according to marks.

- Q.1 (a) What is Global Marketing? Explain Marketing orientation. 08  
 (b) Discuss in brief Market selection process. 07

**OR**

- Q.1 How to manage International Marketing? Give its process. 15

- Q.2 Explain with selected example about Franchising & Licensing, Fully owned manufacturing and Turnkey Projects. 15

**OR**

- Q.2 Discuss with cover story of suitable global company about Merger & Acquisition and Joint Venture. 15

- Q.3 (a) Defined Marketing Research. Explain Data collection methods. 08  
 (b) What are the approaches of marketing research? 07

**OR**

- Q.3 Discuss in brief marketing research process. 15

- Q.4 Write a short note on following: 15  
 (a) Targeting the Individual Customers-Beyond Segmentation  
 (b) Relationship Marketing and Interactivity

**OR**

- Q.4 What is Global e-Marketing? Discuss the components of the Electronics Value Chain 15

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