

[3]

**SARDAR PATEL UNIVERSITY**  
BBA(FT/IB) (IV Semester) Examination  
Subject: International Marketing Management - II  
Code: UM04CBBB03  
Year: 2017-2018

Date : 21/04/2018  
Day : Saturday

Time: 10:00a.m to 12:00p.m  
Total Marks: 60

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- Q.1 What is Global Product? Explain briefly with example Product Strategies. [15]
- OR**
- Q.1 Write a note on : [15]
- 1) Product Design Consideration
  - 2) Product Positioning
- Q.2 Illuminate Global Price also explain Global pricing objectives and strategies. [15]
- OR**
- Q.2 Discuss the environmental factors influences on Pricing Decision. What is Transfer Pricing? [15]
- Q.3 Explicate Global Place with its objectives and Strategies. [15]
- OR**
- Q.3 Explain : [15]
- 1) International Channel Innovations
  - 2) Physical Distribution and logistic
- Q.4 What is Personal Selling? Describe its process and how is the management of Personal Selling. [15]
- OR**
- Q.4 Short Note on : (Any 3) [15]
- 1) Sales Promotion
  - 2) Trade Shows and Exhibition
  - 3) Sponsorship promotion
  - 4) Direct Marketing