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SARDAR PATEL UNIVERSITY

BBA(FT/IB) (III Semester) Examination

Subject: International Marketing Management - I

Code: UM03CBBF03/B03

Year: 2016-2017

Date : 2/12/2016

Time: 02:00p.m to 04:00p.m

Day : Friday

Total Marks: 60

Q.1 Explain International Marketing with its problems and prospects with reference to India. [15]

OR

Q.1(a) Discuss driving and restrain forces affecting Global Integration and Global Marketing . [08]

Q.1(b) Differentiate International Marketing and Domestic Marketing. [07]

Q.2 Describe Economic, Socio-cultural and Demographic environment and its implication on marketing. [15]

OR

Q.2 What are the implications of Political, Legal and Technological environment on marketing? [15]

Q.3 Depict different classification of Markets and also discuss different factors to be considered in identifying foreign markets. [15]

OR

Q.3 Explain briefly export procedure with its important documentation. [15]

Q.4 Differentiate: Services v/s Product. Enumerate briefly Foreign Entry of Services and Service globalization potentials. [15]

OR

Q.4 Write a note on : [15]
1) Controlling local service quality
2) Local marketing of global services
