

SARDAR PATEL UNIVERSITY**S.Y.B.B.A(International Business) Semester – III****Code: UM03CBBF03/B03****Subject: INTERNATIONAL MARKETING MANAGEMENT-I****Date: 24-11-2018****Time: 02:00P.M. To 04:00P.M***Saturday***Total Marks: 60**

Note :Justify your answers according to marks.

Q.1 What is International Marketing? Discuss its problems and Prospects in context with Indian market. 15

OR

Q.1 Explain Driving and restraining forces of the International Market. 15

Q.2 Discuss Demographic and Social-Cultural environment. 15

OR

Q.2 Write a note on Political- Legal and Technological Environment. 15

Q.3 Explain the different classification for Identifying foreign market. 15

OR

Q.3 Discuss in brief Export Procedure. 15

Q.4 Write a short note on following: 15

(a) Product v/s Services

(b) Local Marketing of Global Services

OR

Q.4 What are the strategies of getting entry in foreign market for services? 15

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