

**3M6332**

Roll No. : \_\_\_\_\_

Total Printed Pages : **2**

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**M. B. A. (Sem. III) (Main & Back) Examination, December - 2010**  
**M-308 International Marketing**

Time : 3 Hours]

[Total Marks : 70

[Min. Passing Marks : 28

*The question paper is divided in two sections.*

*There are section A and B. Section A contains 6 questions out of which the candidate is required to attempt any 4 questions. Section B contains short case study / application base 1 question which is compulsory.*

*All question are carrying equal marks.*

Use of following supporting material is permitted during examination.  
(Mentioned in form No. 205)

1. \_\_\_\_\_ Nil \_\_\_\_\_

2. \_\_\_\_\_ Nil \_\_\_\_\_

### **SECTION - A**

- 1 Define International Marketing. Discuss the need and importance of International Marketing.
- 2 Discuss the different product strategies available to an international marketer.
- 3 State the factors affecting pricing decision in international marketing.
- 4 State and discuss the various channels of export trading.

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**[Contd...**

- 5 Discuss the problems and challenges that arise in international marketing.
- 6 Discuss the implications of globalization on business.

## SECTION - B

- 7 Discuss the role of W.T.O. in the development of international trade.

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