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MS-64 International Marketing Previous

Exam Paper MBA - Master of Business

Administration Note: This paper consists

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three questions from Section A. Section B is compulsory. All questions carry equal marks.

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Discuss atleast four foreign market entry strategies used by an international firm.(8 marks) b)Discuss five key pricing objectives of international marketing firm.(10 marks) c)Explain the role of

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strategic planning in global marketing(6 marks) Question Two International product development is based on extending the domestic product internationally.

Bba613:Global Marketing Question Papers - 14286

Exam Author(s) Dr Bidit Dey Module

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Code MG Module Title International
Marketing Month May Year 2016/ Paper
Type Main Duration 3 Hrs Question
Instructions Answer Four questions (One
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The exam consists of six questions in
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Section-A and THREE out of FOUR from
Section-B need to ...

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Works on commission and becomes an integral part of the marketing operations of its clients; It functions as a low-cost, independent marketing department with direct responsibility to the parent firm; Manage the r-5 P's for the manufacturer

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countries or different geographical areas. The earliest trade between countries occurred when they were able to supply one another with goods which they were unable to produce for themselves.

Exam Questions on International Marketing

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I'm starting a paper about how international marketing process (as a decision making process) today are impacted because of the rise of anti-globalization policies and feelings, around the world.

**45 questions with answers in
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THREE of the following: a) Direct marketing, b) Selective distribution, c) Market penetration strategy, d) Integrated marketing (2017, March Q7)

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