

1/26

2204E279

Candidate's Seat No : _____

M.B.A. (GM-MM) Sem.-4 Examination

LS-403

IM

Time : 2-30 Hours]

April-2025

[Max. Marks : 70

Q-1	A) Discuss about any 3 Indian companies and their marketing strategy who have been successful in gaining relative market share in foreign markets.	14
Q-2	A) Discuss any five challenges related to International Marketing and Marketing Personnels. <u>OR</u> B) What role does financial and legal aspect play in terms of foreign market and marketing strategy.	14
Q-3	A) Marketing personnel generate leads and businesses, explain their coordination levels within an organization. <u>OR</u> B) What is consumerism, how marketeers can gain advantage on a global level with this?	14
Q-4	A) How can a marketing department/ personnel impact a foreign buyer with personal selling skills, USP and negotiation? <u>OR</u> B) Discuss any four challenges faced by marketing teams while handling exports.	14
Q-5	A) Devise a marketing plan for a chemical firm willing to expand in Turkey and Bangladesh for serving textile industry.	14