

**MBA in SIBFT Sem.-3 Examination  
International Marketing Mgmt.**

**Time : 2.30 Hours]**

**December-2025**

**[ Max.Marks : 70**

**NOTES: Attempt all the five questions.**

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Q.1. Describe the process of international market entry. Explain any four international market entry strategies. (14)

Q.2 Discuss the elements of international marketing mix (7 P's). How is it different from the domestic marketing mix? (14)

**OR**

Q.2 Explain product planning and development for international markets. Describe the standardization vs. adaptation decision with examples. (14)

Q.3 What is international pricing? Discuss the major factors affecting pricing decision in international marketing. (14)

**OR**

Q.3 Explain international distribution channels. Describe the role of logistics and intermediaries in international marketing. (14)

Q.4. Read the following case and answer the questions below: (14)

CASE: A well known Indian FMCG company Pure Glow plans to enter the Southeast Asian market with its organic skin care products. The company has strong domestic sales but limited international experience. South east Asian countries have diverse cultures income levels and purchasing behaviours. Competition from Korean and Japanese brands is strong and local brands offer lower prices. Pure Glow must decide it's pricing strategy, promotional approach & distribution Channels.

(1) Identify & explain three major challenges Pure Glow may face in Southeast Asian markets.

(2) Suggest a suitable pricing strategy for Pure Glow with justification.

(3) Recommend two appropriate promotional strategies for entering the market.

(4) Suggest an appropriate market entry mode & justify your choice.

Q.5 Answer any SEVEN of the following: (14)

(1) Define international marketing.

(2) What is cultural environment.

(3) Explain grey marketing.

(4) What is foreign direct investment (FDI).

(5) Write two objectives of WTO.

(6) What is Export pricing?

(7) Define product adaptation.

(8) What is international segmentation?

(9) Explain counter trade.

(10) What is transfer pricing?