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MMPM-004

**MASTER OF BUSINESS
ADMINISTRATION**

(MBA)

Term-End Examination

December, 2025

MMPM-004 : INTERNATIONAL MARKETING

Time : 3 Hours

Maximum Marks : 100

Weightage : 70%

Note : Attempt any *three* questions from Section
A. Section B is compulsory.

Section—A

1. (a) Explain the concept of International Marketing ? Discuss the challenges that firms face in International Marketing. 10
- (b) Describe WTO. What are the objectives of WTO ? 10

2. (a) Discuss the impact of elements of economic environment on business decisions. 10
- (b) What is the role of internet based technologies in international marketing ? 10
3. (a) Discuss the role of social media in IMC. What are the relative advantages of standardization or adaptation of an international advertising programme ? 10
- (b) How can a buyer attitudes about a product's country of origin affect marketing strategy ? Explain with suitable example. 10
4. Write short notes on any *three* of the following : 4×5=20
- (a) International Marketing Planning
- (b) Role of emerging technologies in International Marketing

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- (c) Elements of Socio-Cultural Environment
- (d) Functions of IMF
- (e) International Product Life Cycle

Section—B

5. A marketer of cotton shirts in India is planning to go international. You have been appointed as marketing head. Prepare the following documents to be discussed with the MD of the organization. 40
- (a) Environmental analysis to understand the overseas market
 - (b) International IMC strategy

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