

[Time: 2 Hours]

[Marks:60]

Please check whether you have got the right question paper.

- N.B:** 1. Q.1 and Q.4 are compulsory.
2. Q2, Q3 are subject to internal choice.

- Q.1** Explain the following terms **any five.** **15**
- a) Selling
 - b) Marketing objectives
 - c) Product mix
 - d) Branding
 - e) Promotion
 - f) Adaptation
 - g) International marketing
- Q.2** Answer the following. **08**
- a) Distinguish between Selling and Marketing **07**
 - b) Discuss the New Product Development Strategies **07**
- OR**
- c) What is pricing and what are the factor influencing pricing decision? **08**
 - d) What is promotion mix? Discuss the features of integrated marketing communication **07**
- Q.3** a) Explain EPRG frame work of marketing **08**
b) Write the Impact of Globalisation on International Marketing **07**
- OR**
- c) Write the Role of MNC's in International Trade **08**
 - d) Discuss the Challenges of International Marketing **07**
- Q.4** Write short notes **any3.** **15**
- a) Scanning the market
 - b) Packaging
 - c) Consumer expectations
 - d) Trade barriers in International Market
 - e) Challenges due to trading blocks
