

1059

P.G. Diploma in Marketing Management
Second Semester
DMM-109: International Marketing Services

Time allowed: 3 Hours

Max. Marks: 70

NOTE: Attempt five questions in all, selecting atleast one question from each Unit.

x-x-x

UNIT – I

- I. What is international marketing? Explain the scope of international marketing. What are the various tasks involved in it? (14)
- II. What are the motivations and challenges for entering into foreign markets? (14)

UNIT – II

- III. How an organization can select export markets? Write in detail the preparation of export marketing plan. (14)
- IV. Analysis of global economic environment is quite essential to international marketing in today's scenario. Discuss. (14)
- V. What factors affect pricing and promotion decision in international marketing? (14)

UNIT – III

- VI. What is bank marketing? How service quality is measured under banks? (14)
- VII. What is marketing of financial services? Explain the marketing strategies for mutual funds industry. (14)
- VIII. Discuss the issues and challenges of travel and tourism services marketing in India. (14)

UNIT – IV

- IX. Give short notes on better service strategies for the following:-
a) Hospitals
b) Media and broadcasting services
c) Advertising service (14)
- X. Discuss the components of education products, pricing and marketing strategies. (14)

x-x-x