

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