

Exam Code: 1180

Sub. Code: 8463

1058

P.G. Diploma in Marketing Management

Second Semester

DMM-109: International Marketing and 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. Differentiate between international trade and international marketing. What activities are covered in international marketing? (14)
- II. What challenges are faced by MNCs in foreign markets? What prompts domestic companies to go global? (14)

UNIT - II

- III. How export marketing plan is prepared? Illustrate with example. (14)
- IV. Explain various pricing strategies for exports. (14)

UNIT - III

- V. Explain marketing mix of freight transportation services. (14)
- VI. How demonetization has affected the marketing of banking services? Discuss. (14)
- VII. Discuss the marketing strategies used by telecom companies. (14)

UNIT - IV

- VIII. What revenue model is used by newspapers? What challenges are faced by print media today? (14)
- IX. Explain the promotion mix of consultancy services. (14)
- X. Discuss the marketing mix of private hospitals. How the services of government hospitals can be improved? (14)

x-x-x