

Exam. Code: 1180

Sub. Code: 8463

1057

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. Discuss the scope of international marketing. How services are traded internationally? (14)

II. Why companies go global ? Illustrate with examples. (14)

UNIT-II

III. What pricing strategies are used by MNCs especially in developed nations. (14)

IV. Discuss various steps in the preparation of Export marketing plan. (14)

UNIT-III

V. How you would do market segmentation for a five star hotel and a budgeted hotel in a metropolitan city? (14)

VI. How digitization would affect banking services? What marketing strategies should be used by the banks to differentiate their services? (14)

VII. What marketing strategies were used by Reliance Jio in telecom sector ? What challenges are faced by the telecom industry nowadays ? (14)

UNIT-IV

VIII. Explain the marketing mix of the Newspaper. (14)

IX. Write a note on a marketing of a hospital services (14)

X. What positioning strategies should be used by the education institute in marketing its services. (14)

X-X-X