

Exam.Code:0845
Sub. Code: 6308

1056
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 domestic marketing and international marketing. What are the reasons for companies for starting their operations abroad? (14)
- II. What is the scope of the international marketing? Also explain international marketing tasks. (14)

UNIT – II

- III. An international marketer has to find out a tradeoff between standardized and customized product as it is difficult to evolve a global product.' Do you agree with the above statement? Justify your answer with suitable examples. (14)
- IV. Critically evaluate various product promotion strategies in international markets with suitable examples. (14)
- V. Describe international marketing channels and distinguish between indirect and direct marketing channels. (14)

UNIT – III

- VI. Explain the marketing mix of Tourism services. What is the future of budgeted hotels in India? (14)
- VII. What are the challenges faced by the housing industry in India. What marketing strategies should be used by the housing industry to increase the sales? (14)

UNIT – IV

- VIII. How the pricing is done in newspaper marketing? What pricing strategies should be used to increase the revenue? (14)
- IX. What is the marketing mix of the hospital services? Does hospitals needs marketing of services? Why? (14)
- X. Discuss the characteristics of training services. What is the recent scenario of training services in India? (14)

x-x-x