

2072

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. All questions carry equal marks.

x-x-x

**UNIT - I**

- I. Discuss various objectives of International Marketing along with challenges involved 'International marketing'.
- II. Explain in detail the various marketing tasks involved in the decision to enter foreign markets. .

**UNIT - II**

- III. Explain suitable marketing strategy for famous Fast Food Chain planning to enter Indian market.
- IV. Write in detail about various 'Product Strategies' for International Markets.
- V. Discuss the various factors affecting 'International Pricing'.

**UNIT - III**

- VI. What factors to be considered in the marketing of Tourism, travel and transport services?
- VII. Write in detail about the various marketing segments of Communication and information services.

**UNIT - IV**

- VIII. Explain the marketing process and factors affecting marketing of media services.
- IX. Explain the factors for the growth of health care services in India. Discuss the opportunities and challenges.
- X. Explain the role of advertising in service marketing.

x-x-x