

2071  
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. Discuss various objectives of International marketing along with challenges involved in international marketing. (14)
- II. What are the reasons for entering foreign markets? Suggest a suitable foreign market entry strategy for an Indian steel company planning to enter overseas market. (14)

**UNIT - II**

- III. Explain the product strategies for international markets. (14)
- IV. What factors affecting the pricing of goods in export markets? (14)
- V. Write in detail about the export marketing plan. (14)

**UNIT - III**

- VI. Explain the significance and process of marketing of financial services. (14)
- VII. How the current scenario has affected the tourism and travel industry. Draw their marketing plan. (14)
- VIII. How the distribution of services is different from goods? Identify a few services which can be distributed electronically and challenges involved in the distribution. (14)

**UNIT - IV**

- IX. Explain the marketing of media services. (14)
- X. How marketing research has created a boom for marketing of professional services. (14)

*x-x-x*