



# RAN-0540

## M.Com Integrated (Sem IX) Examination

### March / April - 2019

### International Marketing-1 (New)

સૂચના : / Instructions

નીચે દર્શાવેલ નિશાનીવાળી વિગતો ઉત્તરવહી પર અવશ્ય લખવી.  
Fill up strictly the details of signs on your answer book

Name of the Examination:

M.Com Integrated (Sem IX)

Name of the Subject :

International Marketing-1 (New)

Subject Code No.:

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Seat No.:

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Student's Signature

**Q1. Answer in brief:**

**(10)**

- 1) What do you mean by International Pricing?
- 2) What do you mean by Foreign Markets?
- 3) What do you mean by International Brand?
- 4) What do you mean by Standardisation?
- 5) What do you mean by Global Markets?

**Q2. What are International Pricing Policies and Strategies? Explain.**

**(13)**

OR

Explain the Concept of International Market Orientation EPRG framework.

**(13)**

**Q3. What are the Factors a marketer needs to consider before selecting a Foreign Market?**

**(13)**

OR

Explain the Concept of Product Planning for Global Markets.

**(13)**

**Q4. Write Short Notes (Any two):**

**(14)**

- 1) Standardisation v/s. Product Adaptation
  - 2) New Product Development
  - 3) Market Entry Strategies
  - 4) Internal Environment Factors
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