

Day & Date	Semester	Subject Name	Time	Code	Marks
Monday 16/04/2018	III (Fresh/ Repeater)	International Business	03:00 PM To 06:00 PM	300003	100

**Instructions: 1) Attempt any Five questions.
2) All questions carry 20 marks.**

- Q.1** Elaborate on the motives for international marketing. **20**
- Q.2** Explain at length mergers and acquisition as a market entry strategy. **20**
- Q.3** Discuss the factors affecting pricing in international markets. **20**
- Q.4** Explain in detail the international channel system of distribution strategy. **20**
- Q.5** Examine the types of organization structures suitable for international business. **20**
- Q.6** What are the barriers that an organization can face to entre international markets? **20**
- Q.7 Write Short notes on any two** **20**
- a) Political environment factors in international marketing environment.
 - b) Factors effecting packaging decisions in international business.
 - c) Product strategies for international business.
 - d) Market coverage strategies.