

2055

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 14 marks.

x-x-x

**UNIT - I**

- I. Explain the meaning and scope of International Marketing. Discuss the key tasks involved in international marketing.
- II. Discuss the reasons for entering into international marketing? How do businesses benefit from international expansion?

**UNIT - II**

- III. Discuss the factors influencing the selection of export markets.
- IV. Explain the different methods of product pricing under international marketing.
- V. Discuss the importance of planning an export marketing strategy. What are the major considerations in selecting distribution channels for international trade?

**UNIT - III**

- VI. Discuss the role of tourism marketing in the global economy. Explain its impact on hotel and airline services.
- VII. Discuss the significance of financial services marketing in relation to banking and mutual fund industry.
- VIII. Examine the role of communication and information services in modern marketing. Discuss how telecom and internet services influence global trade.

**UNIT - IV**

- IX. Discuss the challenges and strategies involved in marketing media services.
- X. Explain the role of advertising in service marketing. How do businesses create effective advertising campaigns for diverse markets?

x-x-x