

2056
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 differences between domestic marketing and international marketing.
- II. Explain the reasons for entering foreign markets. Discuss the major challenges faced by firms going international.

UNIT - II

- III. Explain the process of selection of export markets. What factors should be considered while choosing a foreign market?
- IV. Discuss the major components of an export marketing strategy in an international context.
- V. Describe the steps involved in preparing an Export Marketing Plan. Illustrate with suitable examples.

UNIT – III

- VI. Discuss the marketing of tourism services. Highlight challenges and strategies for attracting international tourists.
- VII. Discuss the significance of financial services marketing in relation to banking and mutual fund industry.
- VIII. Explain airline services marketing. How do airlines differentiate their services globally?

UNIT – IV

- IX. Discuss the strategies for marketing of newspaper services in a competitive digital environment.
- X. Explain consultancy services marketing. What strategies are used to build client trust?

x-x-x