

VTU Previous year Question papersMODULE-01

- 1) Define international marketing. (June/July 09)
- 2) Explain the different stages of international marketing involvement.(Dec/Jan11, June/July13)
- 3) Define uncontrollable environmental factors of international marketing (June/July10)
- 4) Explain the concept of EPRG schema(June/July 09)
- 5) Explain the recent global business trends in international business marketing. (June/July10)
- 6) Explain the importance of international marketing(June/July 09)
- 7) Which are the drivers of international expansion? (Dec/Jan11)
- 8) Explain the process of transition from domestic to international business. (June/July10)
- 9) What is balance of payment? Explain the different concepts constitute the balance of payments. (June/July 12, June/July13)
- 10) What are the different levels of international marketing? (Dec/Jan11)
- 11) Explain the hierarchy of international marketing of a company. (June/July 09)
- 12) List the different kinds of tariff barriers and its impact? (Dec/Jan11)
- 13) List the different kinds of non-tariff barriers and its impact? (June/July 09)
- 14) Distinguish between international marketing Vs domestic marketing. (Dec/Jan11)
- 15) Explain the different kinds of monetary barriers. (June/July 12)
- 16) What is protectionism? Explain the tools of protectionism. (June/July10)

Module-02

1. What is product standardization? (Dec/Jan11)
2. What is Product adaptation ? (June/July 09, June/July13)
3. what is Global Marketing? (June/July 09)
4. What are the different alternative market entry strategies? (June/July10, June/July13)
5. What is Green Marketing? (June/July 09, 12, June/July13)
6. What are characteristics of marketing of service globally? (Dec/Jan11)

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Dr. Saroj Kumar, Namrata Dubey



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book is its focus on contemporary marketing practices with particular attention to digital marketing social media strategies and data driven decision making As the business world shifts toward more data centric approaches this book provides readers with the tools needed to navigate and excel in the digital landscape It covers a wide range of topics from the fundamentals of marketing strategy to advanced techniques in sales management e commerce and performance metrics In addition to traditional marketing principles the book emphasizes the importance of leadership team building and HRM in fostering a successful marketing team It also highlights the significance of aligning marketing efforts with overall business goals ensuring that marketing strategies drive long term growth Overall this book is a must read for anyone seeking a comprehensive up to date guide to marketing management

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