

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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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 UGC NET JRF Management Previous Year Question Paper & Answer Dheeraj Kumar Singh, 2005 June Paper II 4 7 2005 December Paper II 8 11 2006 June Paper II 12 15 2006 December Paper II 16 19 2007 June Paper II 20 23 2007 December Paper II 24 27 2008 June Paper II 28 31 2008 December Paper II 32 35 2009 June Paper II 36 39 2009 December Paper II 40 43 2010 June Paper II 44 47 2010 December Paper II 48 51 2011 June Paper II 52 56 2011 December Paper II 57 61 2012 June Paper II 62 67 2012 June Paper III 68 76 2012 December Paper II 77 82 2012 December Paper III 83 90 2013 June Paper II 91 97 2013 June Paper III 98 109 2013 September Paper II 110 118 2013 September Paper III 119 129 2013 December Paper II 130 136 2013 December Paper III 137 147 2014 June Paper II 148 155 2014 June Paper III 156 167 2014 December Paper II 168 174 2014 December Paper III 175 184 2015 June Paper II 185 190 2015 June Paper III 191 201 2015 December Paper II 202 210 2015 December Paper III 211 223 2016 July Paper II 224 233 2016 July Paper III 234 247 2016 September Paper II 248 256 2016 September Paper III 257 271 2017 January Paper II 272 279 2017 January Paper III 280 292 2017 November Paper II 293 300 2017 November Paper III 301 312 2018 July Paper II 313 327 2018 December Paper II 328 344 2019 June Paper II 345 356 2019 December Paper II 357 371 2020 October First shift 372 387

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