

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)

Mba Question Papers For Marketing Management

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Mba Question Papers For Marketing Management:

The book delves into Mba Question Papers For Marketing Management. Mba Question Papers For Marketing Management is an essential topic that must be grasped by everyone, ranging from students and scholars to the general public. This book will furnish comprehensive and in-depth insights into Mba Question Papers For Marketing Management, encompassing both the fundamentals and more intricate discussions.

1. This book is structured into several chapters, namely:
 - Chapter 1: Introduction to Mba Question Papers For Marketing Management
 - Chapter 2: Essential Elements of Mba Question Papers For Marketing Management
 - Chapter 3: Mba Question Papers For Marketing Management in Everyday Life
 - Chapter 4: Mba Question Papers For Marketing Management in Specific Contexts
 - Chapter 5: Conclusion
 2. In chapter 1, the author will provide an overview of Mba Question Papers For Marketing Management. This chapter will explore what Mba Question Papers For Marketing Management is, why Mba Question Papers For Marketing Management is vital, and how to effectively learn about Mba Question Papers For Marketing Management.
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 6. In chapter 5, the author will draw a conclusion about Mba Question Papers For Marketing Management. This chapter will summarize the key points that have been discussed throughout the book.
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