

**C II – 33**

Date :

**SYBMS**

*International marketing*

Time : 2 hrs.

Marks : 60

**Instructions :-** 1) Question No.1 and 2 is compulsory.  
2) Answer any three out of Q.3, 4, 5, 6 & 7.

- Q.1. Concepts answer any 5 :-** (15)
- 1) Consumer Panel.
  - 2) Packaging.
  - 3) Mail Survey.
  - 4) Target Market.
  - 5) Market Penetration Pricing Policy.
  - 6) Warranties.
  - 7) Product Mix Contractions.
- Q.2. a)** A leading American fast food company, which specializes in Sandwich and Coffee, wishes to enter in Indian market. Having engaged you as a consultant to scan the competition for them and identify existing opportunities. What products and firms would you consider as its competitors ? What scanning techniques would you apply to analyze competition and submit the report ? (7)
- b)** What factors would influence the willingness and ability of consumers to buy each of the following products :- (8)
- i) Wrist watch
  - ii) Home theatre
- Q.3.** What is sales promotion ? What are the basic types of promotion strategy ? (10)
- Q.4.** Explain the process of Marketing Research. (10)
- Q.5.** What is Marketing Environment ? Discuss the relative importance of all environmental forces affecting the marketing system of a firm. (10)
- Q.6.** Explain Sales Promotion. Explain the various consumer promotion tools. (10)
- Q.7.** Explain the various classification of consumer goods. (10)