

(Following Paper ID and Roll No. to be filled in your Answer Book)

PAPER ID : 1419

Roll No.

--	--	--	--	--	--	--	--	--	--

MCA

THIRD SEMESTER EXAMINATION, 2004-2005

INTERNATIONAL BUSINESS AND MARKETING

Time : 3 Hours

Total Marks : 100

- Note :** (i) Attempt ALL questions.
(ii) All questions carry equal marks.
(ii) The figure in the right hand margin indicate marks.

1. "The consumer's behaviour is influenced largely by the regional features his motives and habits" Examine this statement.

OR**(20)**

Explain marketing concepts and principles. Also discuss the role played by the environmental factor in marketing.

2. "Market segmentation is an essential phase in effective marketing efforts" - justify the above statement with conceptual framework and examples.

OR**(20)**

"Marketing efforts and activities will yield desired results with proper "Marketing Planning". Explain this statements in the light of the phenomenon of planning.

3. "Branding and packaging have assumed greater dimensions in modern marketing efforts" Comment with instances.

OR

(20)

Why is the new product development essential for business survival and growth ? Diagrammatically explain Product Life Cycle (PLC) and new product development stages.

4. Explain marketing research techniques and their relevance in sales forecasting.

OR

(20)

Discuss in detail the merits and demerits of all the constituents of distribution channel.

5. Write notes on *any two* of the following :- (10+10)

- (a) New techniques of international marketing.
- (b) Direct selling Vs. Personal selling.
- (c) Advertisement as expenditure Vs investment.
- (d) Essentials of after sales service for customer satisfaction.

- o O o -