PRN:	

Course Code :	**PBAIB305R**

000501

Second Year **MBA** Semester End Examination Winter 2024

Export and Digital Marketing

Day and Date: Wed 27 NOV 2024 Max Marks: **50**

Time : 10:30AM To 12:30PM Duration: **02** hrs

Instructions: All questions are compulsory.

		Marks	Bloom's Level	CLO
Q.1	**Attempt any two from the following**			
a)	**Examine** the primary distinctions between export marketing and domestic marketing, using real-world examples to illustrate your points.	06	L3	CLO - I
b)	**Assess** the pros and cons of various market entry strategies, including direct and indirect exporting, for a new product launching in a foreign market.	06	L3	CLO - I
c)	**Design** an export pricing strategy for a product targeting a specific foreign market, considering factors such as market demand, consumer behavior, and competition.	06	L3	CLO - I
Q.2	**Attempt any two from the following.**			
a)	Examine the contributions of various export promotion organizations, including the Federation of Indian Export Organisations and the Export Inspection Council, in assisting exporters.	06	L4	CLO – II
b)	**Distinguish** between the roles of the Marine Products Export Development Authority and the Agricultural & Processed Food Product Export Development Authority.	06	L4	CLO – II
c)	**Assess** the effects of government initiatives, such as Special Economic Zones (SEZ), on the development of export-oriented industries.	06	L4	CLO – II

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Q.3		**Attempt the following**			
	a)	Analyze the effectiveness of different digital marketing channels (including websites, email marketing, and mobile marketing) in promoting exports.	06	L5	CLO - III
	b)	**Examine** the importance of Search Engine Optimization (SEO) and Search Engine Marketing (SEM) in increasing the visibility of export products in global markets.	07	L5	CLO – III
		or			
	b)	**Assess** the importance of establishing a global social media presence for brands looking to connect with international audiences.	07	L5	CLO - III
Q.4		**Attempt the following**			
	a)	**Develop** a detailed data analytics framework to monitor and evaluate the performance of export marketing initiatives. How would you integrate storytelling techniques into your data presentations to improve understanding and engagement with stakeholders?	06	L6	CLO - IV
	b)	**Create** a training program focused on enhancing intercultural communication skills for teams engaged in export marketing. What essential components would you incorporate to support effective cross-cultural negotiation and conflict resolution?	07	L6	CLO – IV
		or			
	b)	**Design** an innovative data-driven tool that combines content marketing and storytelling for export marketing. How would this tool help businesses develop targeted marketing campaigns based on insights derived from data analytics?	07	L6	CLO - IV

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