

K. J. SOMAIYA INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH

Program: PGDM (HCM) Fourth Trimester (Batch 2018-2020)

Subject: International Business & Marketing
(End Term examination)

Maximum Marks: 25
2019

Time : 1.5 Hours

Date: 23rd September

Notes: **Answer any 5 questions. Each question is for 5 marks**

- 1. Why is India a premier and preferred Medical Value Tourism Destination?**
- 2. Who are the various stakeholders in Medical Value Tourism? Explain in detail, any one stakeholder?**
- 3. As the International Marketing Head of any Hospital, what would be your detailed SWOT Analysis of Medical Value Tourism in India?**
- 4. What are the responsibilities of the International Marketing Team in a Hospital?**
- 5. List down the International Patient Process mentioning stakeholders for each process.**
- 6. What are the different types of accreditation for hospitals in India? What is the significance of accreditation for Indian Hospitals?**

-----End of Paper-----

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- 1. All Questions have equal Marks.**
- 2. Attempt any 5 questions.**
- 3. Draw Diagrams wherever necessary.**
- 4. Answer in Points.**

- 1) What is the PESTEL rule in International Marketing. Briefly describe each.**
- 2) Diagrammatically highlight the P&L format that's pursued in deriving CM1, CM2, CM3 in Exports Financial analysis.**
- 3) What is AIDAS & ALETAS, give an example across any brand that's recently being launched & Marketed.**
- 4) Diagrammatically depict the following. (attempt any 3)**
 - a) PLC model b) BCG matrix c) Ansoff matrix 4) International Market research Process.**
- 5) What are the 4 main sections of an International Marketing Plan.**
- 6) Explain the following terms,**
 - a) CIF b) FOB c) SCM d) PAT e) COGS (what 4 parameters does it consists)**
 - f) MCM g) EXIM h) EBIT.**
- 7) Diagrammatically Depict the MIS 12 C Framework.**

-----End of Paper-----

