AB-2756
Third Year B. Com. (Honours) (Sem. V) Examination
March/April – 2015
International Marketing

Time : Hours [Total Marks : 50]

Instructions :

(1) Fill up strictly the details of signs on your answer book.
Name of the Examination :
THIRD YEAR B. COM. (HONOURS) (SEM. 5)
Name of the Subject :
INTERNATIONAL MARKETING

(2) Question one is compulsory.
(3) Figures to the right indicate marks.

1 Answer in brief : 10
   (i) Define Standardisation.
   (ii) What do you mean by domestic market ?
   (iii) What do you mean by product planning ?
   (iv) What do you mean by branding ?
   (v) What do you mean by After Sale Service ?

2 What do you mean by International marketing ? 13
What is its scope and Importance ?

OR

2 What is the importance of design in product ? 13
Explain labelling and what are the quality issues associated with it ?

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3 How does foreign market entry mode decisions are taken in International marketing?

OR

3 Explain the process of pricing in International marketing.

4 Write short notes: (any three)
   (i) Selection of foreign market
   (ii) Factors Affecting International marketing
   (iii) International price quotations
   (iv) Standardisation V/s. Adaptation
   (v) Domestic marketing V/s. International marketing.