AD-2797
Third Year B. Com. (Honours) (Sem. VI) Examination
April / May – 2015
International Marketing

Time : 3 Hours] [Total Marks : 70

Instructions :

(1) Fill up strictly the details of signs on your answer book.

Name of the Examination : THIRRD YEAR B. COM. (HONOURS) (SEM. 6)
Name of the Subject : INTERNATIONAL MARKETING

Seat No.:

(2) Question one is compulsory.

(3) Figures to the right indicate marks.

1 Answer in brief. 10

1) What do you mean by direct mail ?
2) What do you mean by Export finance ?
3) What do you mean by Export policy ?
4) What do you mean by Export pricing ?
5) What do you mean by Sales Agent ?

2 What do you mean by Product promotion and how will you promote services abroad? 13

OR

2 Explain the procedure for selecting and appointing sales agents. 13

3 Explain the foreign documentation and Export procedure in detail. 13

OR

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3. What do you mean by Exim Policy? Give its overview and explain the trends in India's foreign Trade.

4. Write Short Notes. (any two)
   1) Export Assistance and Incentives
   2) Steps in starting Export Business.
   3) Distribution channels and logistic decisions.
   4) Trade fairs and Exhibitions.