Instructions:

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

(2) Write to the point.

(3) Provide examples and diagrams wherever appropriate / necessary.

(4) Figures to the right indicate full marks to the question.

1 Answer in brief:

(a) What is GR form in international business?

(b) What is international marketing?

(c) What is strategic alliance?

(d) Enlist any two importance of packaging for international market.

(e) What is the full form of IIFT and EPC?
2 Write a detailed note on `Standardisation' and `Adaptation' in case of international marketing strategies.

OR

2 Explain international channel system. Discuss the factors affecting channel selection in international business.

3 Explain any two Commercial and Regulatory documents each.

OR

3 List out the four stages of processing an export order. Explain Registration and Pre-shipment stages of export procedure.

4 Write a note on (ANY TWO)

(a) Market selection process

(b) Branding decisions

(c) Communication mix in international marketing

(d) Intermediaries in international marketing.