



RF-3372

M. Com. (Part - I) Examination

April / May – 2010

Marketing : Paper - III

(International Marketing)

(New Course)

Time : Hours]

[Total Marks :

Instruction :

(1)

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| नीचे दृष्टाविते निशानीवाणी विगतो उत्तरवडी पर अवश्य लभवी. Fillup strictly the details of signs on your answer book. | Seat No. : |
| Name of the Examination : | <input type="text"/> |
| <input type="text" value="M. Com. (Part - 1)"/> | <input type="text"/> |
| Name of the Subject : | <input type="text"/> |
| <input type="text" value="Marketing : Paper - 3 (New)"/> | <input type="text"/> |
| Subject Code No. : <input type="text" value="3"/> <input type="text" value="3"/> <input type="text" value="7"/> <input type="text" value="2"/> | <input type="text" value="Student's Signature"/> |
| Section No. (1, 2,.....) : <input type="text" value="1&2"/> | |

- (2) Answer to the two sections should be written in separate answer books.
- (3) Question number one in section I and question number four in section II are compulsory.
- (4) All other questions have internal options within them.
- (5) Figures to the right indicate the full marks of the question.

SECTION - I

- 1 (a) List and Explain the similarities and differences between Domestic and International Marketing. **7**
- (b) Discuss the impact of legal and social cultural environment on International Marketing Decisions. **7**

- 2 (a) List and explain some theories of International Trade with relevant examples. 7
- (b) Critically Evaluate the options of product Standardisation vis a vis product adoption for International Markets. 7

OR

- 2 (a) Discuss the concepts of product segmentation and Positioning for International Markets. 7
- (b) List and Explain the various types of direct intermediaries in International marketing. 7
- 3 Discuss the modes of Transportation used in International Marketing with Examples. 7

OR

- 3 What are the price and non price factors that affect pricing in International Markets? Explain with examples. 7

SECTION - II

- 4 (a) List and explain some INCO TERMS which are used as a basis for Export Pricing 7
- (b) List and explain some of the documents that are used Transportation of Goods in case of International Marketing. 7
- 5 How will you select and appoint Foreign Distributors/ Agents for International Marketing. 7

OR

- 5** Discuss the Impact of Globalization and WTO on International Marketing. **7**
- 6** Write short notes on (any two):- **14**
- (1) Dumping and Counter Trade
 - (2) International product Segmentation
 - (3) Containerization
 - (4) Information Technology in International Marketing.
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