



SB-3400

**M. Com. (Marketing) (Part - I) (Sem - II)
Examination**

March / April - 2011

**Paper No. - 206 : International Marketing
Paper - VI**

Time : Hours]

[Total Marks :70

Instructions :

(1)

नीचे दृष्टावेक निशानीवाणी विगतो उत्तरवही पर अवश्य कभवी. Fillup strictly the details of signs on your answer book.	Seat No. :
Name of the Examination :	<input type="text"/>
M. COM. (MARKETING) (PART - I) (SEM - II)	<input type="text"/>
Name of the Subject :	<input type="text"/>
PAPER NO. - 206 : INTERNATIONAL MARKETING PAPER - VI	<input type="text"/>
Subject Code No. : <input type="text"/> 3 <input type="text"/> 4 <input type="text"/> 0 <input type="text"/> 0	<input type="text"/>
Section No. (1, 2,...): <input type="text"/> 1&2	
	Student's Signature

- (2) Answers to the two sections should be written in separate answer books.
- (3) Question number one in section I and question number four and six 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) What are the major types of indirect distribution channels that are used in International Marketing. Discuss with relevant examples. 7
- (b) Bill of Lading is a very important document in Export Marketing. Comment and explain the role of Bill of Lading in Export Marketing. 7
- 2 (a) Discuss the various modes of transportation available for International Distribution with advantages and disadvantages of each mode. 7

- (b) Explain in detail the role of importance of Bill of Exchange and Consular Invoice in Export Documentation. 7

OR

- 2 (a) What are the various problems associated with Packaging in International Distribution ? 7
- (b) Write a note on Export Assistance Documents. 7
- 3 Discuss the increasing role played by Containerization in International Marketing. 7

OR

- 3 Write notes on the following Exports Documents : 7
- (i) Shipping Bill
- (ii) GR Form

SECTION - II

- 4 (a) List and explain the role of Non Price factors which affect International Pricing Policy. 7
- (b) How do you select Distributors/Agents in International Marketing? 7
- 5 (a) Discuss the effect of Taxation on pricing policies in International Marketing with reference to Tax Neutrality and Tax Equity. 7
- (b) How will you manage relations with International Distributors/Agents for successful implementation of the International Marketing Programme ? 7

OR

- 5 (a) Explain marginal cost pricing as a method used in Export Pricing ? Why is it preferred over other methods ? 7
- (b) List and explain some International Logistics Decisions. 7

- 6 Read the situation below and answer the question at the end of the illustration :

7

Maple Inc is a consumer electronics company from Taiwan. Their product range includes digital cameras, mp3 and mp4 players and game consoles. They are present in most of the developed countries of the world. Their products are known for their superior quality and service. Till now they have always used premium pricing for their products. Their products are always sold at premium pricing than other competitors in all their markets. The company is planning to enter Indian market and establish a presence in the growing consumer electronics market in India. The dilemma which the executives of the company are facing in this : Should the company abandon its strategy of premium pricing and adopt a new strategy for India or should it have the same strategy for India which is followed in other markets.

What pricing strategy should the company use in India ? Substantiate your answer with relevant support from theory and literature.