



K-0692

Third Year B. Com. (Honours) Examination
October/ November – 2012
International Marketing

Time : Hours]

[Total Marks : 70

Instructions :

(1)

नीचे दृशविले 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="T. Y. B. Com. (Hon.)"/>	<input type="text"/>
Name of the Subject :	<input type="text"/>
<input type="text" value="International Marketing"/>	<input type="text"/>
Subject Code No. : <input type="text" value="0"/> <input type="text" value="6"/> <input type="text" value="9"/> <input type="text" value="2"/>	<input type="text"/>
Section No. (1, 2,.....): <input type="text" value="NIL"/>	<input type="text"/>
	Student's Signature

- (2) All questions are **compulsory**.
(3) Figures to the **right** indicate marks.

- 1 Answer the questions in brief : **10**
- What do you mean by International marketing ?
 - What do you mean by labelling ?
 - What do you mean by international pricing ?
 - What do you mean by personal selling ?
 - What do you mean by foreign sales agents ?

- 2 Differentiate between International v/s. Domestic marketing. **12**
Explain the Internal factors that affect International Marketing Environment.

OR

- 2 What are the various decisions which influence Foreign **12**
Market entry modes ?

- 3 What are the decisions involved in the product planning **12**
for International Market ?

OR

- 3 What are the factors influencing International pricing **12**
decisions ?

4 What are the various steps involved in pricing of a product in International Market ? 12

OR

4 Explain the various methods of promoting a product in International Market. 12

5 What are the various decisions involved in the selection of distribution channels in International Marketing ? 12

OR

5 Explain the various trends in India's foreign trade. 12

6 Write short notes : (any two) 12

(i) Branding and packaging

(ii) International Price quotation and payment terms

(iii) Overview of exim policy

(iv) Standardisation V/s. Adaptation.
