



UA-0692

Third Year B. Com. (Honours)
(Five Year M. Com. Integrated Course) Examination
February/March – 2012
International Marketing

Time : Hours]

[Total Marks : 70

Instructions :

(1)

| | |
|--|----------------------|
| नीचे दृश्यावल 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.) (Five Y. M. Com. Integ. Cour.)"/> | <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
- (i) What do you mean by Domestic marketing ?
(ii) What do you mean by product designing ?
(iii) What do you mean by export policy ?
(iv) What is the importance of Advertising in International marketing ?
(v) Why is it necessary to provide after sale service ?

- 2 What do you mean by international marketing ? Explain its scope and importance. 12

OR

- 2 Explain the internal and external factors that influence International marketing environment. 12

- 3 Explain the importance of Branding and packaging in the International Marketing. Discuss the various quality issues involved in the International Marketing. 12

OR

- 3 What are the important factors that should be considered while identifying and selecting a foreign market ? 12

4 What are the different factors influencing international pricing decisions ? 12

OR

4 Explain the various methods used for pricing a product in the International Market. 12

5 What are the various ways to promote a product in International Market ? Explain the importance of sales literature, trade fairs and exhibitions in the field of International Marketing. 12

OR

5 What are the various channels used for product distribution in the International Marketing ? How do you appoint the foreign sales agents ? 12

OR

5 Give the overview of exim policy. What do you mean by product selection in an International Market ? 12

6 Write short notes : (any two) 12
(i) Export Procedure
(ii) Export Assistance and Incentives
(iii) Trends in India's Foreign Trade
(iv) Standardisation V/s. Adaptation.
