

2008000205060022
EXAMINATION OCTOBER 2024
BACHELOR OF COMMERCE (HONORS)
(FIFTH SEMESTER)
INTERNATIONAL MARKETING - II – LEVEL 6

[Time: As Per Schedule]

[Max. Marks: 50]

Instructions:

- 1. Fill up strictly the following details on your answer book**
 - a. Name of the Examination : **BACHELOR OF COMMERCE (HONORS)(FIFTH SEMESTER)**
 - b. Name of the Subject : **INTERNATIONAL MARKETING – II-LEVEL 6**
 - c. Subject Code No : **2008000205060022**
2. Sketch neat and labelled diagram wherever necessary.
3. Figures to the right indicate full marks of the question.
4. All questions are compulsory.

Seat No:

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Student's Signature

Q.1 Answer in short

10

- 1) Explain the term "International Marketing"
- 2) Mention any two Internal Environment Factors
- 3) What do you mean by the term "Multinational Corporation"
- 4) Mention the General Factors affecting the Selection of the market
- 5) Which are the determinants of Market Selection?

Q.2 a) Explain in detail about International Marketing and Domestic Marketing in areas of both - Similarities and Differences **9**

b) Explain the broad areas of information requirement for international marketing **5**

Q.3 a) Explain "CONTRACT MANUFACTURING" and it's Advantages **9**

b) Explain the merits of Multinational Corporations **5**

Q.4 Write Short Notes (Any Two)

12

- a) Product Life Cycle
- b) Branding Decisions and Branding Problems
- c) Importance of Packaging.
