

2008000206060022
EXAMINATION OCTOBER 2024 (ATKT EXAM)
BACHELOR OF COMMERCE (HONORS) (SIXTH SEMESTER)
INTERNATIONAL MARKETING - IV - LEVEL6

[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) (SIXTH SEMESTER)**

b) Name of the Subject: **INTERNATIONAL MARKETING - IV - LEVEL6**

c) Subject Code No: **2008000206060022**

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 Short Questions: -

10

1. Mention any two pricing objectives
2. Mention the types of trade fairs
3. Mention any two benefits of internet to business
4. Explain the term "sales agents"
5. Which are the determinants of bargaining power?

Q.2 (A) Explain in detail the Factors affecting pricing

7

(B) Explain in detail the factors influencing the choice of distribution channel

6

Q.3 (A) Explain in detail the importance and advantage of personal selling

7

(B) Explain in detail the stages of negotiation

6

Q.4 Write Short Note (Any two):-

14

1. Cost based pricing
2. Components of Logistics Management
3. Problems in International Marketing communication
