

2008000205060022
EXAMINATION FEBRUARY-MARCH 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 Short Questions: -

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- 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 **7**
 - B. Explain the broad areas of information requirement for international marketing. **6**

- Q.3**
- A. Explain “CONTRACT MANUFACTURING” and its Advantages **7**
 - B. Explain the merits of Multinational Corporations **6**

Q.4 Write Short Note on: -

14

- a) Product Life Cycle
- b) Importance of Packaging.
