

**2008000206060022**  
**EXAMINATION FEBRUARY-MARCH 2024**  
**BACHELOR OF COMMERCE (HONORS) (SIXTH**  
**SEMESTER)**  
**INTERNATIONAL MARKETING - IV – 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) (SIXTH SEMESTER)**
  - b. Name of the Subject: **INTERNATIONAL MARKETING - IV – LEVEL 6**
  - 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. What do you mean by the term “Indirect Export”?
2. What do you mean by the term “distribution channel”?
3. What do you understand by the term “Customer Determined Price”?
4. What do you mean by exhibitions?
5. Which are the determinants of bargaining power?

**Q.2 (A) Explain in detail about the type of foreign intermediaries**

**7**

(B) Who really benefit from Information technology and communication revolution?

**6**

**Q.3 (A) Explain in detail the pricing objectives**

**7**

(B) Explain in detail the major decisions in International Marketing communication

**6**

**Q.4 Short Notes (any 2): -**

**14**

1. Factors influencing channel selection
2. Pre-requisites for effective negotiation and Stages of negotiation
3. Market oriented pricing

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