



RAN-2008000206060022

T.Y.B.Com. (Honors) Examination October - 2025 International Marketing (Paper - IV)

Time: 2 Hours]

[Total Marks: 50

સૂચના : / Instructions

- (1) ઉપરોક્ત દર્શાવેલ વિગતો ઉત્તરવહી પર અવશ્ય લખવી.
Fill up strictly the above details on your answer book
- (2) All questions are compulsory

Seat No.:

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Student's Signature

- Q-1. Short Questions :- (10 Marks)**
1. What do you understand by the term “Customer Determined Price”?
 2. What does logistics comprise of?
 3. Which are the common methods used to set promotion budgets?
 4. What do you mean by next-generation technology innovation?
 5. Which are the types of Costs involved in Export Marketing?
- Q-2. (A) Explain in detail about the term “Creative Pricing” along with its advantages and disadvantages (7 Marks)**
- Q-2. (B) Explain in detail the factors influencing channel selection (6 Marks)**
- Q-3. (A) Explain in detail about the personal selling along with it's importance, advantages and limitations (7 Marks)**
- Q-3. (B). Who really benefit from Information technology and communication revolution? (6 Marks)**
- Q-4. Short Notes (any 2) (14 Marks)**
1. Cost Based Pricing
 2. Channels for Indirect Exporting
 3. Trade fairs and exhibitions
 4. Pre-requisites for effective negotiation and stages of negotiation