



RAN-2508000705050001

BBA (NEP) (Sem. - V) Examination October - 2025 International Marketing Management

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.

Seat No.:

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Student's Signature

Q. 1. Answer the following in Short: (Any Five) (10)

1. What is the first step of the *Market Selection Process* in International Business?
2. Write any one advantage of International Business for India.
3. Describe FOB incoterm in brief?
4. Write in brief on any one commercial document in exports.
5. Describe any one non-tariff barrier.
6. What is IIFT?
7. List out the types of FDI in International Business?

Q. 2. Discuss International Marketing Orientation (EPRG) in detail (14)

OR

- a. What are the different International Market Entry Strategies? Discuss any 3 in detail. (07)
- b. Differentiate between Product standardisation and Adaptation strategies. (07)

Q. 3. What are the different stages of Export Procedure? Explain Registration and Pre-shipment stage in detail. (14)

OR

- a. What are the different types of Factors Influencing FDI? Explain any one in detail. (07)
- b. Discuss Export Incentives in detail. (07)

Q. 4. Write Short Notes: (Any Three) (12)

1. Demerits of FDI.
2. Export Documents.
3. International Promotion Mix elements.
4. Packaging and Labelling Decision in International Business.
5. SEZ.