


RAN-2108000405061001

T.Y. B.B.A. (Sem. V) Examination November - 2025
International Marketing Management

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.(Each carries 02 Marks.) (Any Seven) 14**
1. Explain the importance of International Marketing for improvement of the living standard of the host country.
 2. Write two Advantages of International Business for India.
 3. Describe FCA incoterm in brief?
 4. Explain the difference between Packaging and Packing in brief.
 5. Describe Export Duty as a trade barrier in International Business in brief.
 6. What is WTO?
 7. What is a Packing Note document in custom procedure in International Business?
 8. Describe Mate's receipt in custom procedure in International Business.
 9. Describe Vertical FDI in International Business.
 10. Describe Greenfield FDI in International Business.
- Q.2. Discuss Market Selection Process with its diagram in detail. 14**
- OR**
- What are the different International Market Entry Strategies? Discuss any two in detail. 14
- Q.3. What is Indirect Exporting? Explain it in detail with its different types. 14**
- OR**
- Discuss Localization versus Globalisation in detail in International Business. 14
- Q.4. What are the different stages of Export Procedure? Explain the Shipment stage in detail. 14**
- OR**
- i) What are the different types of Factors Influencing FDI? Explain any one in detail. 07
 - ii) Explain Shipping Bill document in detail. 07
- Q.5. Write Short Notes. (Each carries 07 Marks.) (Any Two) 14**
- i) Explain FDI based on Investment Objective of Market Seeking
 - ii) Transfer Pricing
 - iii) Factors Influencing Packaging Decisions in International Business.
 - iv) EPC