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35

Class – B. Com (Hons) Sem-VI

Subject – International Marketing

Paper – Group-IV, Paper-IV

Time Allowed : 3 Hours

Maximum Marks : 50

SECTION-A

Note:- Attempt any 10 out of 12 questions. Each carrying 1 mark.

- (i) Domestic Marketing
- (ii) Differentiate between Private Brand & Manufacturer's Brand?
- (iii) Franchising
- (iv) Explain the term "Acted as Court of International Trade".
- (v) Airway Bill
- (vi) Letter of Credit
- (vii) Differentiate between commercial invoice & Consular invoice
- (viii) Unforeseen Risks
- (ix) Explain the term 'Merger' with suitable example
- (x) Function of GATT
- (xi) Market Access Initiatives
- (xii) Objectives of New Foreign Trade Policy

10x1=10

SECTION-B

Note:- Attempt any 2 out of 4 questions. Each carrying 10 marks.

2. Explain the various dimensions of Business Environment?
3. Write down the role of WTO?
4. What is international marketing? Differentiate between the Domestic marketing & International marketing?
5. What are the barriers in the way of International marketing? 2×10=20

SECTION-C

Note:- Attempt any 2 out of 4 questions. Each carrying 10 marks.

6. Explain the various strategies that are used to enter into international market?
7. Critically evaluate the EXIM Policy 2009-2014?
8. Write a detail note on International Branding and Packaging decisions?
9. Explain the export documents and procedures? 2×10=20
