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(May)

COMMERCE

(Speciality)

Course : 601

(International Marketing)

Full Marks : 80

Pass Marks : 32

Time : 3 hours

*The figures in the margin indicate full marks
for the questions*

1. (a) Fill in the blanks : 1×3=3

(i) In International Marketing, a manager who sees the world as one big market and does not necessarily consider the International Markets separately for the domestic markets is known as — manager.

(ii) An export house is also referred to as a/an —.

(iii) The full form of PLC is —.

(b) Write 'True' or 'False' :

- (i) The term 'logistic' was used originally by the military.
- (ii) Japan is a world leader in promotional techniques.
- (iii) 'Cash in advance' is a payment method in which the seller receives a part payment before the product is manufactured and shipped.
- (iv) In International Marketing, selling the domestic version of the product in the foreign market is known as product extension.
- (v) Modern concept of marketing is always product oriented.

2. (a) Explain the nature and scope of International Marketing. 6+6=12

Or

(b) What do you understand by External and Internal marketing environment in International Marketing? Explain their influences in the overall international marketing environment. (3+3)+6=12

3. (a) Discuss about the export policy and practices in India.

Or

- (b) What do you mean by foreign market? What factors are to be considered in identifying and selecting foreign market?

4+7=11

4. (a) Discuss the new product planning and development process in International Marketing.

4+7=11

Or

- (b) What do you mean by Branding? Explain its significance in International Marketing.

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5. (a) What factors are to be considered by a marketer in international pricing?

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Or

- (b) Write an explanatory note on 'export price quotation and export pricing'.

6. (a) What do you mean by product promotion? Explain various promotional methods in International Marketing.

4+7=11

Or

- (b) What is channel of distribution? Write in detail about the distribution channels in International Marketing.

4+7=11

7. Write short notes on (any four) :

4×4=16

(a) Export Documentation

(b) Standardization

(c) Marginal Cost Pricing

(d) Logistic Management

(e) Modes of Payment in International Marketing

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