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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. Choose the correct answer from the following : 1×8=8

(a) The target group for marketing of Internet Banking is

- (i) all customers
- (ii) all literate customers
- (iii) all computer literate customers

(b) NRI is an easy target for effective marketing, because

- (i) he likes Indian goods
- (ii) he is easily approachable
- (iii) there are special products designed for NRIs

(c) In the context of globalization, BPO means

- (i) Business Process Orientation
- (ii) Business Process Outsourcing
- (iii) Budgeting Process Orientation

(d) According to product life cycle theory, the profit is maximum in

- (i) early stage
- (ii) developed stage
- (iii) matured stage

(e) Market information means

- (i) the knowledge of customer profile
- (ii) the knowledge of customer profile and product mix
- (iii) the knowledge of shops/bazaars/shopping malls

(f) Trademark is a

(i) legal term

(ii) social term

(iii) marketing term

(g) All the trademarks are brand but

(i) all the brands are not trademark

(ii) all the brands are trademark

(iii) None of the above

(h) Consumer Day is celebrated on

(i) 15th March

(ii) 16th March

(iii) 20th March

2. (a) What do you mean by international marketing? Distinguish between domestic and international marketing.

3+8=11

Or

(b) Examine the role of international marketing environment in promoting economic development.

11

3. (a) Examine critically the impact of EXIM policy on India's economic development.

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Or

(b) Discuss the different modes of payments in international marketing.

4. (a) What is product planning? Explain the importance of product planning in international marketing. $3+8=11$

Or

- (b) Discuss the different stages of product life cycle in international marketing. 11

5. (a) Explain the need of pricing decisions of a product in international marketing. 11

Or

- (b) Discuss the different strategies of marginal cost pricing.

6. (a) Discuss the steps taken for promoting the sales in a big business concern. 12

Or

- (b) What is meant by the term 'personal selling'? Explain its significance in domestic market. $3+9=12$

7. Write short notes on any four of the following : $4 \times 4 = 16$

(a) Identifying and selecting foreign market

(b) Standardisation of product

(c) Export price quotation

(d) Importance of packaging

(e) International distribution channels