

**2 0 1 6**

( 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. State True or False : 1×8=8

(a) The pull factors refer to the compulsions of the domestic market, which prompt companies to internationalize.

(b) Company brand equity is a factor of internal business environment in international marketing.

- (c) GATT stands for Government Agreement on Tariffs and Trade.
- (d) Bill of Lading is an auxiliary document in international marketing.
- (e) Under the product extension strategy, the same product as marketed domestically is extended to foreign market without any significant modification.
- (f) IEC Number stands for Import-Export Country Number.
- (g) A scheme of Special Economic Zones (SEZs) was introduced in the year 2000.
- (h) EPCs stands for Export Promotion Councils.

2. (a) Explain the nature and characteristics of international marketing. 3+8=11

Or

(b) What do you mean by international marketing environment? Explain various factors which influence international marketing environment. 3+8=11

3. (a) Explain the export policy and practices in India. 11

Or

(b) Discuss the export procedure and documentation in international marketing. 6+5=11

4. (a) Explain the new product planning and development process in international marketing. 11

Or

- (b) What do you mean by standardization and adaptation? Explain their significance in international marketing. 4+7=11

5. (a) What is international pricing? What factors are to be considered by a marketer in international pricing? 3+8=11

Or

- (b) Distinguish between export price quotation and export pricing. 11

6. (a) Discuss the role of promotional methods in international marketing with special reference to direct mailing, advertisement, personal selling, trade fairs and exhibitions. 12

Or

- (b) What do you mean by channel of distribution? What factors influence in channel selection in international distribution? 4+8=12

7. Write short notes on (any four) :

4×4=16

- (a) Scope of international marketing
- (b) Methods of payments in international marketing
- (c) PLC in international marketing
- (d) Marginal cost pricing
- (e) Logistics issues in international marketing
- (f) Institutional market

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