

Total No. of Printed Pages—7

6 SEM TDC IMKT 1 (Sp) N/O

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(May)

COMMERCE

(Speciality)

Course : 601

(International Marketing)

Time : 3 hours

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

(New Course)

Full Marks : 80

Pass Marks : 24

1. Answer the following as directed :

(a) State one of the similarities between domestic marketing and international marketing.

1

(b) There is always exchange rate fluctuation risk in domestic market.

(Write True or False) 1

(c) The International Bank for Reconstruction and Development (IBRD) also popularly known as the _____.

(Fill in the blank) 1

(d) Mention one of the favourable effects of International Trade. 1

(e) Write the full forms of (i) FEMA and (ii) FMCG. 2

(f) A certificate which enables a consumer to get a certain reduction in price on next purchase of particular product is called

(i) Discount

(ii) Trade Discount

(iii) Discount Coupon

(iv) Cash Discount

(Choose the correct one) 1

(g) Name the function performed to identify a product or a brand. 1

2. Write short notes on any four of the following : 4×4=16

(a) Scope of international marketing

(b) Product planning for export

(c) Identifying foreign markets

(d) Significance of packaging

(e) Export-import trade policy

3. (a) What do you mean by international marketing? Give a brief account of the characteristic features of international marketing. $4+10=14$

Or

(b) Bring out the main features of international marketing environment. 14

4. (a) What do you mean by 'export trade' and 'import trade'? Briefly outline the procedure of exporting goods. $2+2+10=14$

Or

(b) Discuss in detail the methods of securing payment in the export trade. 14

5. (a) Describe the various internal and external forces that influence the pricing strategy of an international firm.

$7+7=14$

Or

(b) What do you mean by 'product adaptation' and 'product standardization'? Explain the factors favouring international product standardization.

2+2+10=14

6. (a) Explain the different methods of promoting products in foreign markets. 14

Or

(b) Explain the term 'logistics'. Write an explanatory note on 'international logistics'.

14

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(Old Course)

Full Marks : 80
Pass Marks : 32

1. Write True or False : 1×8=8

- (a) International trade and international marketing are synonymous terms.
- (b) In the context of globalization, BPO means business process orientation.
- (c) From cultural point of view, exporting means operating in a cross-cultural environment.
- (d) The division of products into several homogeneous groups on the basis of their common characteristics is called simplification.
- (e) A brand is generally a symbol of quality.
- (f) In marketing, market penetration means covering a wide area of the market.
- (g) In indirect exporting, the manufacturer takes upon himself the task of managing the export sales.
- (h) A long distribution channel means a longer time between production and final consumption.

2. Write short notes on any *four* of the following : 4×4=16

- (a) Standardization of product
- (b) Product designing
- (c) Export price quotation
- (d) Brand testing
- (e) International marketing environment

3. (a) What do you mean by international marketing? Explain its scope. 3+8=11

Or

(b) Distinguish between domestic marketing and international marketing. 11

4. (a) What factors are to be considered in identifying and selecting foreign market? Discuss. 11

Or

(b) Explain the different modes of payment in international marketing. 11

5. (a) Explain the 'product life cycle' in international marketing. 11

Or

(b) Describe the different stages in product planning process. 11

6. (a) Discuss the factors influencing international price of a product. 11

Or

(b) Explain the importance of marginal costing in export pricing. 11

7. (a) Briefly discuss the different stages in the process of developing a new product for international market. 12

Or

(b) What do you mean by personal selling? Explain its significance in domestic market. 4+8=12

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