

6 SEM TDC IMKT 1 (Sp) N/O

2 0 1 7

(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

.. Answer the following as directed :

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

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(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)

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

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

- (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)

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

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=1

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

Or

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