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## 6 SEM TDC IMKT 1 (Sp) N/O

2018

( 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 : 1×8=8

(a) International marketing and foreign trade are the same.

( Write True or False )

(b) Write the full form of EPRG.

(c) Mention any one of the problems in international marketing.

(d) Is India a member of ASEAN?

( Write Yes or No )

(e) Staying competitive in the international market is the only way to survive for long-term in international marketing.

( Write True or False )

(f) Products which can be purchased frequently, immediately and with little efforts are called \_\_\_\_\_ products.

( Fill in the blank )

(g) Purchasing power of an individual depends upon

(i) income

(ii) savings

(iii) prices, debts and credit availability

(iv) All of the above

( Choose the correct one )

(h) A GP form is a gate pass for the removal of excisable goods from a factory or warehouse.

( Write True or False )

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

(a) Features of international marketing

(b) Essential features of a good brand

(c) Methods of payments in international marketing

(d) Direct mailing

(e) Letter of credit

(f) Promotional aspects of packaging

3. (a) What do you mean by international marketing? How does international marketing differ from domestic marketing? 4+10=14

Or

(b) Explain various factors which influence the international marketing environment. 14

4. (a) Discuss the procedure of exporting goods. What are the significances of the export documentation? 10+4=14



Or

- (b) Describe, in brief, the process of identifying and selecting foreign markets.

5. (a) Discuss the advantages of product standardization worldwide. Under what circumstances should the product be adopted to local conditions?  $7+7=14$

Or

- (b) What do you mean by international pricing? Explain the factors influencing international pricing decision in the overseas markets.  $4+10=14$

6. (a) Discuss the role of various promotional methods in international marketing.

Or

- (b) Discuss the various components of logistics management in international marketing. What role does e-logistics play in overseas marketing?  $9+5=14$