

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

**2019**

**( 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) Write the full form of SEZs.**

**(b) A bill of lading is a negotiable instrument.**

**( Write True or False )**

- (c) The \_\_\_\_ was established to implement the final act of Uruguay Round Agreement of GATT.

( Fill in the blank )

- (d) Intermediaries are a part of the micro-environment of international business.

( Write True or False )

- (e) Give one example of a multinational company.

- (f) A short-term incentive designed as to encourage purchase is called as \_\_\_\_.

( Fill in the blank )

- (g) Which of the following forces help in shaping people's standard of living?

(i) Socio-cultural forces

(ii) Demographic forces

(iii) Political forces

(iv) None of the above

( Choose the correct answer )

- (h) The number of different product lines of a company is termed as product width.

( Write True or False )

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

(a) Domestic marketing vs. International marketing

(b) Determinants of foreign market selection

(c) International pricing

(d) Trade fairs and exhibitions

(e) Strategic alliance

(f) Global brands

3. (a) Discuss the nature and scope of international marketing.  $7+7=14$

Or

(b) What is marketing environment? Explain the impacts of environment on international marketing decisions.  $4+10=14$

4. (a) Discuss in detail the modes or methods of securing payment in international business. 14

Or

(b) Enumerate the basic reasons for or motives behind international marketing. Also discuss in brief, the problems in export trade.  $8+6=14$



5. (a) Explain the steps involved in international product planning. What are the various strategies of product planning for global markets?  $8+6=14$

Or

- (b) Explain the role of packaging in international marketing. What factors should be considered for package designing for exportable products?  $7+7=14$

6. (a) Discuss the relevant benefits of different methods of promoting products in foreign markets.  $14$

Or

- (b) Describe the various market logistics divisions. How is 'e-logistics' important in overseas marketing?  $9+5=14$