

VPM's
DR VN BRIMS, Thane
Programme: PGDM (2015-17) (Mktg.)
Sixth Trimester Examination April 2017

Subject	International Marketing		
Roll No.		Marks	60 Marks
Total No. of Questions	7	Duration	3 Hours
Total No. of printed pages	2	Date	13.04.2017

Note: Q1 is compulsory and solve any FOUR from the remaining SIX questions.

Q1) 20 Marks (Compulsory)

List the documents required for export in International Marketing and Explain all the documents in details. (20 M)

Attempt Any FOUR from the Remaining SIX Questions

Q2) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) Explain Export Credit Guarantee Corporation of India (ECGC)
- b) Explain the difference between Domestic, international marketing and Global Marketing
- c) Write a note on Transfer pricing in International Marketing. Explain the significance of the same.

Q3) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) Write a note on "Drivers for International Expansion"
- b) Write a note on Trade Theories
- c) Explain the product life cycle with special reference to International marketing.

Q4) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) Write a note on Product Dumping in International Marketing.
- b) Explain the process of Letter of credit (LOC)
- c) Write a note on "Pricing in International Marketing"

Q5) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) Brief on India's Trade Relations With Other Countries
- b) What is duty drawback?
- c) Explain mode of entries in international marketing

Q6) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) Write a note on Trade Barriers
- b) Explain Factors to consider when determining which documents are needed for a particular shipment.
- c) Explain the concepts of consular Invoice

Q7) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) Explain Effects of Technological environment in international Marketing
- b) Explain importance of cultural environment.
- c) Explain why to enter International Markets. Explain the Risks associated with the same.