

IM 03

1

International Marketing

Roll No.

Total No. of Printed Pages: 2

Total No. of Questions : 7

Maximum Marks : 60

Duration (hrs.) : 3 Hours

Note :

- Q1 is compulsory
- Answer any 4 questions from Q2 to Q7
- Please include examples to support your answers

Q1. What are the factors necessary for successful exporting? Explain in detail the multiple stages in the export of products highlighting importance the roles played by the various parties involved

(Compulsory - 20 Marks)

Q2. Answer any 2 out of the 3

- a) Explain how does it help developing countries to come together to do business. Discuss with examples (5 Marks)
- b) Explain the importance of International Finance and development institutions with examples (5 Marks)
- c) Explain the difference between direct & indirect exporting (5 Marks)

Q3. Answer any 2 out of the 3

- a) Explain International PLC with examples (5 Marks)
- b) What are payment terms in Export trade (5 Marks)
- c) What is Forex Control? Explain FERA & FEMA (5 Marks)

Q4. Answer any 2 out of the 3

- a) You are a Marketing Consultancy company trying to set up base in United States OR Europe. Discuss your approach including PESTLE Analysis (5 Marks)
- b) Cultural factors impact international marketing. Discuss (5 Marks)
- c) Legal factors impact international marketing. Discuss (5 Marks)

Q5. Answer any 2 out of the 3

- a) What are Auxiliary documents? Explain (5 Marks)
- b) What are Principal documents? Explain (5 Marks)
- c) What is international marketing? Discuss with examples (5 Marks)

Q6. Answer any 2 out of the 3

- a) Discuss measures for Export Promotion (5 Marks)
- b) Discuss finance for Export (5 Marks)
- c) Explain ECGC (5 Marks)

Q7. Answer any 2 out of the 3

- a) What is Quality Control? Explain its significance and institutions that help with QC in India (5 Marks)
- b) What is GATT/ WTO – Discuss (5 Marks)
- c) Discuss European Union (EU) (5 Marks)