

MMS-III
(Mktg.)

19/10/2012

Roll No.

Total No. of Printed Pages: 01

Total No. of Questions : 06

Maximum Marks : 60

Duration (hrs.) : 3

Section , if any :

Note : All Questions carry equal marks.

MMS (Mktg)

IM 03

International Marketing

1. What is export and import? Discuss India's Balance of Payments, its largest trade partners? Share examples of MNCs successful in International Marketing - **8 Marks**
2. Explain the Social/ Cultural aspect of International marketing in detail with examples - **10 Marks**
3. What do you mean by Principal and Auxiliary documents for Exports? Explain stepwise approach to exporting. - **12 Marks**
4. Explain concept of Product Life Cycle and Communication strategies with reference to International Marketing with examples. - **10 Marks**
5. What is GATT/ WTO, UNCTAD? Explain its significance - **8 Marks**
6. What according to you are 3 most important elements of becoming successful in International Marketing? Given a choice what product/ service you would like to market internationally & how? Justify your answer - **12 Marks**

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