

Class – B. Com (Hons) Sem-VI
Subject – International Marketing
Paper – Group-IV, Paper-IV

Time Allowed : 3 Hours

Maximum Marks : 50

SECTION-A

Note:- Attempt any 10 out of 12 questions. Each carrying 1 mark.

- (i) Domestic Marketing
- (ii) Differentiate between Private Brand & Manufacturer's Brand?
- (iii) Franchising
- (iv) Explain the term "Acted as Court of International Trade".
- (v) Airway Bill
- (vi) Letter of Credit
- (vii) Differentiate between commercial Invoice & Consular invoice
- (viii) Unforeseen Risks
- (ix) Explain the term 'Merger' with suitable example
- (x) Function of GATT
- (xi) Market Access Initiatives
- (xii) Objectives of New Foreign Trade Policy

10x1=10

Note:- Attempt any 2 out of 4 questions. Each carrying 10 marks.

- 2. Explain the various dimensions of Business Environment?
- 3. Write down the role of WTO?
- 4. What is international marketing? Differentiate between the Domestic marketing & International marketing?
- 5. What are the barriers in the way of International marketing? <http://www.gnduonline.com> 2x10=20

SECTION-C

Note:- Attempt any 2 out of 4 questions. Each carrying 10 marks.

- 6. Explain the various strategies that are used to enter into international market?
- 7. Critically evaluate the EXIM Policy 2009-2014?
- 8. Write a detail note on International Branding and Packaging decisions?
- 9. Explain the export documents and procedures?

2x10=20
