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## MASTER OF COMMERCE (M.COM.) EXAMINATION: MAY - 2016

## THIRD SEMESTER

**Sub: International Marketing (MCM - 311/MCM-303)** 

Date: 28/05/2016		Total Marks :60		Time: 2.00 pm to 4.30 pm		
<b>Instructions:</b>		1) All questions are compulsory.				
		2) Figures to the right indicate full	marks.			
<b>Q.1</b>		e following questions. (Attempt an he different types of risks associated	=		(32)	
2		you mean by International Markonin growth of a country's economy.	eting? Elaborate the ro	ole of International		
3	Discuss ho	now the development of New Product takes place by highlighting various steps in				
	New Produ	act Development Process.				
4	Discuss the activities & functions of EXIM Bank.					
<b>Q.2</b>	Answer the following. (Attempt any one)				(08)	
1	State and explain various sources of information useful to projects in International Marketing.					
2	Elaborate the critical role of Packaging in International Marketing					
3		Discuss the functions of WTO.				
Q.3	Write short notes. (Attempt any two)				(10)	
1	•	unctions of MPEDA				
2 3		nefits of Direct Exporting nciples of GATT				
4	•	al Strategies for International Marketing				
					(10)	
Q.4	Select the Correct Alternatives (Attempt Any Ten)		omy on he defined	(10)		
	1. Any country that contains an operational unit of an International Economy can be defined as					
	a. Foreign C		b. Host Country			
	c. Domestic	Country	d. Resident Country			
	2in International trade refer to the duties or taxes imposed on internationally traded goods when they cross national boundaries.					
	a. Income ta	ıx	b. Sales Tax			
	c. Tariffs		d. Rent			
	3. A group of related products manufactured by a single company is terms as		ns as			
	<ul><li>a. Product s</li><li>c. Product li</li></ul>	implification ine	<ul><li>b. Product extension</li><li>d. None</li></ul>			
	4purchase products in their own right and resell it in their local markets to wholesalers, retailers or both.					
	<ul><li>a. Exporting</li><li>c. Exporter</li></ul>	g distributors	<ul><li>b. Importing distributor</li><li>d. Export Trading Comp</li></ul>			

5. BIS stands for	
<ul><li>a. Bureau of Indian Standard</li><li>c. Base of Indian Standard</li></ul>	<ul><li>b. Balance of Indian Standard</li><li>d. Best of Indian Standard</li></ul>
6is a certification mark employed on a	agricultural products in India.
a. APMARK c. ARMARK	b. AGMARK d. ACMARK
7. The variables like, Size of Population, Age et	tc comes underEnvironment
a. Economic c. Natural	<ul><li>b. Legal</li><li>d. Demographic</li></ul>
8. Theapproach to marketing viewost effective in global markets.	ews domestic techniques as superior and
a. Geocentric	b. Geometric
c. Ethnocentric	d. None
9. Exportprotects your ocean cargo and destinations.	air fright during transit to overseas
a. Assurance	b. Insurance
c. Intervention	d. Prevention
2. Ais an event where exhibitors regime of an organizer.	offer their products to visitors under the
a. Trade Fair	b. Trade Conference
c. Trade Meeting	d. Trade Link
11.STC stands for	
a. State Trading Council	b. State Transfer Corporation
c. State Transport Council	d. State Trading Corporation
12. These are intermediate sellers that work for	
a. Foreign buyers	b. Domestic buyers
c. International sellers	d. None

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