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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

Instructions:

- 1) All questions are compulsory.
- 2) Figures to the right indicate full marks.

Q.1 Answer the following questions. (Attempt any two) (32)

- 1 Elaborate the different types of risks associated with Exports.
- 2 What do you mean by International Marketing? Elaborate the role of International Marketing in growth of a country's economy.
- 3 Discuss how the development of New Product takes place by highlighting various steps in New Product Development Process.
- 4 Discuss the activities & functions of EXIM Bank.

Q.2 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 Key functions of MPEDA
- 2 Benefits of Direct Exporting
- 3 Principles of GATT
- 4 Promotional Strategies for International Marketing

Q.4 Select the Correct Alternatives (Attempt Any Ten) (10)

1. Any country that contains an operational unit of an International Economy can be defined as -----

- | | |
|---------------------|---------------------|
| a. Foreign Country | b. Host Country |
| c. Domestic Country | d. Resident Country |

2. -----in International trade refer to the duties or taxes imposed on internationally traded goods when they cross national boundaries.

- | | |
|---------------|--------------|
| a. Income tax | b. Sales Tax |
| c. Tariffs | d. Rent |

3. A group of related products manufactured by a single company is terms as -----

- | | |
|---------------------------|----------------------|
| a. Product simplification | b. Product extension |
| c. Product line | d. None |

4. -----purchase products in their own right and resell it in their local markets to wholesalers, retailers or both.

- | | |
|---------------------------|---------------------------|
| a. Exporting distributors | b. Importing distributors |
| c. Exporter | d. Export Trading Company |

