

Roll No.

Total Pages : 03

OBCQ/M-20

12375

INTERNATIONAL MARKETING

BC-605

Time : Three Hours]

[Maximum Marks : 80

Note Attempt Five questions in all. Q. Nos compulsory.
Attempt four questions out of remaining eight questions.

1. Write short notes on the following :

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(a) Export Marketing

(b) Product Development

(c) Product Branding

(d) International Payment

(e) International Advertising

5×4=20

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2. Define International Marketing Environment Explain the various elements of International Marketing Environment. **7+8=15**
3. What is the meaning of product planning in International Marketing ? Explain its significance. **8+7=15**
4. What is Product Innovation ? Explain the various steps in product development process in relevance to global market conditions. **6+9=15**
5. Write notes on the following : **5×3=15**
- (a) Packaging in Indian Industry
 - (b) Competition based pricing method
 - (c) Transfer Pricing.

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6. What do you mean by Bills of Exchange ? Explain the advantages of Bills of Exchange as a mode of payment in international market. **5+10=15**

7. What is the meaning of Advertising Agency? Which factors will you consider while selecting international advertising agency ? **5+10=15**

8. Which factors should be taken into consideration while selecting channel of distribution in Foreign markets ?

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9. Write short notes on any three of the following. **5x3=15**

(a) Role of International Trade Fairs in Export Promotion

(b) Personal Selling

(c) Challenges before International Advertising

(d) Letter of Credit.

Answer A

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