

Roll No. ....

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**M. B. A. (FT) (Third Semester)  
EXAMINATION, 2011**

**INTERNATIONAL MARKETING**

**(FSM-4)**

*Time : Three Hours*

*Maximum Marks : 80*

**Section – A**

**Note :** Attempt any *four* questions. Each question carries 8 marks.

1. Differentiate between International Trade, International Marketing and International Trade.
2. What is WTO ? How does WTO help to promote International Business ?
3. Explain fiscal and non-fiscal barriers and their influence on International Marketing.
4. If you are promoter of auto component manufacturing company at Bhopal, explain the process of identification of markets in Europe.
5. Explain Free Trade Areas, Custom Union and common markets.

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6. What is a Joint Venture ? Explain with the help of suitable example of one domestic company and the other foreign company in insurance sector.
7. Write a short note on IMF and World Bank.
8. Explain Bill of Exchange and Letter of Credit.

**Section – B**

**Note :** Attempt any *three* questions. Each question carries 16 marks.

1. Explain economic environment of International Business.
2. What are bilateral trade agreements and commodity agreements ? How do they influence International Marketing ?
3. If you are marketing manager of a company manufacturing pickles, discuss the pricing strategy and promotional strategy for exports to Middle East countries.
4. Explain International Product life cycle.
5. Explain various procedures and documents required for exports.

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