

DH-442

M.B.A. (FT) III<sup>rd</sup> Semester Examination, 2014-15

International Marketing

Paper - FSM-4

Time : 3 Hours]

[Maximum Marks : 80

Section - 'A'

Short Answer Type Questions

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

1. Distinguish between International Trade, International Marketing, export-marketing & International Business ?
2. Explain the fiscal & Non-fiscal Barriers ?
3. Discuss the export-import documentation used in International Business ?
4. "International Marketing is the key to success for an MNC". Explain with some suitable examples ?
5. Explain free Trade Areas, Custom Union, Common Markets ?
6. Describe various types of letter of Credit ?
7. Write a short-note on 'export promotion council' ?

8. Explain the factors that influences the International PLC. (Product-Life Cycle) ?

SECTION - 'B'

Long Answer Type Questions

Note :- Attempt any three question. Each question carries 16 marks.

9. What are bilateral trade agreements and commodity agreements ? How do they influence International Marketing ?
10. If you are marketing manager of a company manufacturing toys design the International Marketing mix to promote your product in Chinese Market ?
11. Write the short note on the following :-
  - (a) World Bank.
  - (b) IMF.
  - (c) UNCTAD.
  - (d) WTO.
12. Explain about the following trade Institutions :-
  - (a) Commodity Boards.
  - (b) Export Promotion Council.
  - (c) Public Sector Trading agencies.
  - (d) ECGC.
13. Write a note on Export & Import policy of the country.