

Roll No.

Exam Code : J-19

Subject Code—0299

M.B.A. EXAMINATION

(Fourth Semester)

(Main/Re-appear Batch 2009-2017)

INTERNATIONAL MARKETING

MM-410/IB-417

Time : 3 Hours

Maximum Marks : 70

Section A

Note : Attempt any *Seven* questions. **7×5=35**

1. Distinguish between international trade and international marketing.
2. What factors have led to growth of international trade in last 2 decades ?
3. What is UNCTAD ?

4. Discuss the concept of commodity agreements.
5. What functions Export Promotion Council has to perform ?
6. What is the procedure for registration of exporters ?
7. What is bill of exchange ?
8. What pricing strategies are available to global marketers ?
9. How arrangements for financing exports is made ?
10. What is a joint venture ?

Section B

Note : Attempt all the questions.

11. Describe in detail different dimensions of international marketing environment. **12**

Or

What factors have to be kept in mind while designing promotional strategy for an overseas market ?

12. What have been trends in India's exports and imports ? What policies can be adopted by India to give a boost to its exports ? **12**

Or

Describe in detail the process of exporting. What documents need to be prepared in this process ?

13. Write a detailed note on distribution strategy for overseas markets ? **11**

Or

Discuss in detail marketing of turn-key ventures.