

Roll No.

Total No. of Questions : 13]

[Total No. of Pages : 02

Paper ID [B0149]

(Please fill this Paper ID in OMR Sheet)

BBA (BB - 801) (S05) (LE) (Sem. - 6th)

INTERNATIONAL MARKETING

Time : 03 Hours

Maximum Marks : 75

Instruction to Candidates:

- 1) Section - A is **Compulsory**.
- 2) Attempt any **Nine** questions from Section - B.

Section - A

Q1)

(15 x 2 = 30)

- a) International Marketing.
- b) Scope of International Marketing.
- c) Major Constituents of Indian Exports.
- d) EXIM Bank.
- e) Pre-shipment Credit.
- f) Export Licensing.
- g) Need for Product Planning.
- h) Shipping Bill.
- i) Export Consignments.
- j) Letter of Credit (L/C).
- k) Export Pricing Decisions.
- l) Modes of Product Promotion in export markets.
- m) Export Quality Control.
- n) Ethics in International Business.
- o) Cargo Insurance in export marketing.

A-52

P.T.O.

Section - B

(9 x 5 = 45)

- Q2)** State the similarities and dissimilarities between Domestic Marketing and International Marketing.
- Q3)** Analyse the recent trends of India's foreign trade.
- Q4)** How are logistics important in international marketing? What are the areas of decision in this regard?
- Q5)** Discuss various market entry strategies for entering foreign markets.
- Q6)** What are the factors that need consideration before selecting a particular market for export marketing?
- Q7)** Discuss the role and significance of trade fairs and exhibitions in promoting exports.
- Q8)** Explain the importance of marketing research for an export house.
- Q9)** What role does India Trade Promotion Organisation (ITPO) play in promoting export and import activities?
- Q10)** How can an effective pricing strategy be developed?
- Q11)** How are the products for foreign markets designed?
- Q12)** What are the various types of credit available to Indian exporters to finance their exports?
- Q13)** Enumerate the salient features of India's foreign trade policy.

