

Roll No.

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B.Sc. (FT) (Semester - 6th)

INTERNATIONAL MARKETING (B.Sc. (FT) - 603)

Time : 03 Hours

Maximum Marks : 75

Instruction to Candidates:

- 1) Attempt any **FIVE** questions.
- 2) **All** questions carry equal marks.

Q1) Define international marketing. What are the benefits to companies from International Marketing? Describe the scope of International Marketing.

Q2) Outline the various steps involved in processing of an export order with suitable illustrations.

Q3) Describe the various channels of distribution commonly used in exports. What criteria would you recommend for selection of channel for exports?

Q4) Describe the functioning of an export house with suitable illustrations.

Q5) (a) What factors will you keep in mind while deciding pricing of a product for exports Elaborate?

(b) Describe important documents needed to open a company.

Q6) Explain salient features of different forms of Business organization by giving suitable illustrations.

Q7) (a) Write the difference between Domestic and International Marketing.

(b) Write a short note on Export Oriented Units.

