



**RF-3372**  
**M. Com. (Part - I) Examination**  
**April / May - 2010**  
**Marketing : Paper - III**  
*(International Marketing)*  
*(New Course)*

Time : Hours]

[Total Marks :

**Instruction :**

(1)

<p>नीचे दृशविले निशानीवाणी विगतो उत्तरवडी पर अवश्य लभवी. Fillup strictly the details of signs on your answer book.</p> <p>Name of the Examination :</p> <p><b>M. Com. (Part - 1)</b></p> <p>Name of the Subject :</p> <p><b>Marketing : Paper - 3 (New)</b></p> <p>Subject Code No. : <b>3 3 7 2</b> Section No. (1, 2,.....) : <b>1&amp;2</b></p>	<p>Seat No. :</p> <table border="1" style="width: 100%; height: 20px;"><tr><td style="width: 15%;"></td><td style="width: 15%;"></td><td style="width: 15%;"></td><td style="width: 15%;"></td><td style="width: 15%;"></td><td style="width: 15%;"></td></tr></table> <div style="border: 1px solid black; border-radius: 15px; padding: 10px; margin-top: 10px; text-align: center;">Student's Signature</div>						

- (2) Answer to the two sections should be written in separate answer books.
- (3) Question number one in section I and question number four in section II are compulsory.
- (4) All other questions have internal options within them.
- (5) Figures to the right indicate the full marks of the question.

**SECTION - I**

- |   |   |   |
|---|---|---|
| 1 | (a) List and Explain the similarities and differences between Domestic and International Marketing.   | 7 |
|   | (b) Discuss the impact of legal and social cultural environment on International Marketing Decisions. | 7 |

- 2 (a) List and explain some theories of International Trade with relevant examples. 7
- (b) Critically Evaluate the options of product Standardisation vis a vis product adoption for International Markets. 7

**OR**

- 2 (a) Discuss the concepts of product segmentation and Positioning for International Markets. 7
- (b) List and Explain the various types of direct intermediaries in International marketing. 7
- 3 Discuss the modes of Transportation used in International Marketing with Examples. 7

**OR**

- 3 What are the price and non price factors that affect pricing in International Markets? Explain with examples. 7

**SECTION - II**

- 4 (a) List and explain some INCO TERMS which are used as a basis for Export Pricing 7
- (b) List and explain some of the documents that are used Transportation of Goods in case of International Marketing. 7
- 5 How will you select and appoint Foreign Distributors/ Agents for International Marketing. 7

**OR**

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**[Contd...**

- 5 Discuss the Impact of Globalization and WTO on International Marketing. 7
- 6 Write short notes on (any two):- 14
- (1) Dumping and Counter Trade
  - (2) International product Segmentation
  - (3) Containerization
  - (4) Information Technology in International Marketing.

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