

(20519)

Roll No. R180935200015

Total Questions : 13]

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NP-3224

M.I.B. IInd Semester Examination, May-2019

INTERNATIONAL MARKETING MANAGEMENT

(MIB-201)

Time : 3 Hrs.]

[M.M. : 75

Note :- Attempt questions from all the Sections as per instructions.

Section-A

(Very Short Answer Type Questions)

Note :- Attempt all the *five* questions. Each question carries 3 marks. Very short answer is required not exceeding **75** words.

1. What is International Marketing ?

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(1)

Turn Over

2. Define International Marketing Environment.
3. What do you mean by 'Turnkey Projects' ?
4. Define International product life cycle.
5. Discuss ethical aspects in International Marketing Operations.

Section-B

(Short Answer Type Questions)

Note :- Attempt any *two* questions out of the following three questions. Each question carries 7½ marks.

6. Describe the elements which are responsible for International Trade.
7. Why is it necessary for international markets to study Political Environment ?
8. Distinguish between domestic market research and overseas market research.

Section-C

(Long Answer Type Questions)

Note :- Attempt any *three* questions out of the following five questions. Each question carries 15 marks. Answer is required in detail.

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(2)

9. In developing economy like India, what are the major problems in the way of rapid exports ?
10. Distinguish between code law and common law. Illustrate how the difference between the two may effect marketing decisions.
11. What type of information is needed by an export executive for pricing purposes. Explain the sources of such information.
12. Explain the various mode of payments used in foreign trade. As an export which one would you consider the most secure ?
13. Define 'Letter of Credit'. What are its different types ? Explain the procedure of payment through it.

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(3)