

Total No. of Questions : 07] [SET-A] [Total No. of Printed Page : 02

FINAL EXAMINATION – JULY 2017
MASTER OF BUSINESS ADMINISTRATION (MBA)
Second Year - Fourth Semester
(Marketing Group)
International Marketing

4MBA 3

Time : 3 Hours

Max Marks : 70
Min. Marks : 28

-
- Note :** (i) Attempt Any Four from section “A”
(ii) Attempt Any Three from section “B”
(iii) Section “C” is compulsory.
-

SECTION – “A” (Any Four)

4 × 5 = 20

Q.1. Write short notes on:- (Any four)

- (i) Political factors affecting trade
- (ii) International trade barriers
- (iii) Product standardization
- (iv) Foreign agent
- (v) Consumer Satisfactions
- (vi) Custom duties

SECTION – “B” (Any Three)

3 × 12 = 36

Q.2. What are the factors that affects selection of International distribution channels? Explain.

Q.3. How does International Marketing differ from Domestic Marketing.

Q.4. Discuss the major pricing methods used in international marketing.

Q.5. What do you understand by export marketing? Throw light on the importance of export marketing.

Q.6. Discuss the approaches to export channel strategy.

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SECTION – “C”
(Compulsory Question)

14

Q.7. With reference to present BJP led Government, Explain the various export promotion schemes in India.

-----X-----

SECTION – “C”
(Compulsory Question)

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-----X-----