

Roll No.

Subject Code—8208-X

M.B.A. EXAMINATION

(Fourth Semester)

(Re-appear Prior to Batch 2009)

INTERNATIONAL MARKETING

MM-410/IB-417

Time : 3 Hours

Maximum Marks : 100

Section A

1. Write short notes on any *Seven* of the following : **7×7=49**

- (i) International Marketing Vs. Domestic Marketing
- (ii) Turn-key projects
- (iii) World Bank
- (iv) UNCTAD
- (v) Bill of Exchange

- (vi) Letter of credit
- (vii) Product strategies for overseas markets
- (viii) ECGC
- (ix) Common markets
- (x) Bilateral Trade agreements.

Section B

Note : Attempt all questions. **3×17=51**

2. Discuss in detail environment of International Business.

Or

What are different fiscal and non-fiscal barriers to International Marketing ?

3. Describe in detail quantum and direction of India's Foreign Trade. What strategies can be adopted by Indian Companies to make their presence felt in International Market ?

Or

Discuss in detail the procedure and documentation required for exporting.

4. Discuss in detail different promotional strategies that can be adopted by International Marketers.

Or

Discuss in detail different forms of International Business.