

2010

INTERNATIONAL MARKETING

SECOND PAPER

Full Marks : 100

Time : 3 hours

*The figures in the margin indicate full marks
for the questions*

1. Answer any five questions from the following :

5×5=25

- (a) Enumerate different methods of entry into international market.
- (b) Describe the factors for which international marketing research differs from that of domestic.
- (c) Describe the functions of international sales forces.
- (d) Briefly state the role of World Economic Forum in improving the state of world economy.
- (e) Explain what is meant by Free Trade Area.
- (f) Write a note on functions of GATT.
- (g) Explain the purpose of Bill of Lading.
- (h) Differentiate between export pricing and domestic pricing.

2. Answer any *three* questions from the following : 10×3=30

(a) Briefly explain Ricardo's theory of comparative advantage.

(b) Write a detailed note on international marketing in services sector.

(c) Distinguish between Balance of Trade and Balance of Payment.

(d) Discuss briefly the various channels of distribution used in export marketing.

(e) Discuss the role of MNCs in international marketing. Would expansion of MNC in India be beneficial for its economy? Give reasons.

3. Answer any *three* questions from the following : 15×3=45

(a) What criteria would you adopt in selection of overseas agents? How can agents be involved in marketing planning?

(b) "Product planning is a pre-requisite of successful international marketing." Discuss in context to product extension, adaption, standardization, invention, branding and support service.

- (c) What is export documentation? What are the documents that an exporter has to prepare while processing an FoB export order?
- (d) As a first time exporter from NE region, what product do you consider most viable at present? Evaluate various modes of entry available for that product. Which mode of entry would you prefer and why?
- (e) Explain the purpose behind setting-up of WTO. In what way can a country like India benefit from WTO?

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