

U.G. 6th Semester Examination - 2022**BBA****Course Code : BBBADSHT5 [DSE-5]****Course Title : International Marketing**

Full Marks : 40

Time : 2 Hours

*The figures in the right-hand margin indicate marks.**Candidates are required to give their answers in their own words as far as practicable.*1. Answer any **ten** questions of the following:

1×10=10

- a) Mention a drawback of Air Transport.
- b) Mention any similarity between Domestic and International Marketing.
- c) What are the phases of Product Life Cycle?
- d) What do you mean by EXIM?
- e) What are the political risks involved in International Marketing?
- f) Define Credit Note.
- g) What is Skimming Price?

- h) What is Product Mix?
- i) What do you mean by LPG of International Marketing?
- j) What is domestic market?
- k) Define counter trade.
- l) Define international market.
- m) What do you understand by dumping?
- n) Define secondary package.
- o) Write the full form of WTO.

2. Answer any **five** questions of the following :

2×5=10

- a) What is Globalization?
- b) What is a Product Line?
- c) What is Branding?
- d) What is Indirect Exporting?
- e) What do you mean by Bill of Exchange?
- f) What do you mean by letter of credit?
- g) What is franchising?
- h) What is market skimming?

3. Answer any **two** questions of the following

5×2=10

- a) Suggest suitable foreign market entry strategies available for a firm.
- b) Elaborate various factors affecting International Pricing.
- c) What are the important characteristics that influence the global retailers?

4. Answer any **one** question of the following:

10×1=10

- a) Describe various commercial documents required in International Marketing.
- b) "Analysis of Global economic environment is essential to international market in today's scenario." Comment on this statement.
- c) Describe a case history of any one global brand of Indian origin.
