

Total No. of Questions : 4]

SEAT No. :

PA-2020

[Total No. of Pages : 2

[5955]-505

T.Y. B.B.A.

**505(A): INTERNATIONAL MARKETING MANAGEMENT-I
(2019 Pattern) (Semester - V)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Figures to the right indicate full marks.*

Q1) A) Multiple Choice Questions :

[5]

- a) International marketing selection process include _____.
i) Segmentation of market ii) Availability
iii) Profitability iv) All of above
- b) Distribution channels vary depending on which of the following _____.
i) Target market size ii) Competition
iii) Intermediaries iv) All of above
- c) International marketing plan must address payment and _____.
i) Credit ii) Paper work
iii) Lien iv) Receipt
- d) Turnkey projects include _____.
i) Design ii) Fabrication
iii) Installation iv) All of above

P.T.O.

- e) Types of Merger includes _____.
- i) Vertical
 - ii) Horizontal
 - iii) Concentric
 - iv) All of above

B) One sentence questions : [5]

- a) Packaging.
- b) Product.
- c) International Marketing.
- d) Promotion.
- e) Distribution channel.

Q2) Explain the process of International marketing planning. [10]

OR

Explain the different pricing methods.

Q3) Explain the different principles of International Marketing. [10]

OR

Which are the factors influencing the channel selection decisions?

Q4) Write short notes on (any four) : [20]

- a) Sales promotion.
- b) Branding.
- c) IPL.
- d) Problems of Market Segmentation.
- e) Gray Market.
- f) Acquisition.



Total No. of Questions : 4]

SEAT No. :

PA-2021

[Total No. of Pages : 2

[5955]-506

T.Y. B.B.A. (I.B.)

**505B : International Financial Management - I
(2019 Pattern) (Semester - V)**

Time : 2½ Hours]

[Max. Marks : 50

Q1) A) Multiple Choice Questions : **[5 × 1 = 5]**

- i) What represents the structure of financial payment mechanisms, settlements, practices, institutions & associations that govern international trade & payments around the globe?
- a) National System
 - b) Local financial system
 - c) Current Account Deficits
 - d) International monetary system
- ii) IMF issues an International reserve asset which is also known as :
- a) Special Drawing Rights
 - b) Quotas
 - c) IMF
 - d) IMS
- iii) Which of the following is a credit rating organisation?
- a) S & P Global ratings
 - b) Fitch ratings
 - c) Moody's
 - d) All of above
- iv) In DAX 30, 'A' stands for :
- a) Allowance
 - b) Aktien
 - c) Assissee
 - d) Asia
- v) Which standards can be viewed as Indian Accounting standards converged to IFRS standards?
- a) IFRS
 - b) Ind-As
 - c) Basic
 - d) Advance

P.T.O.

B) Match the followings : [5]

- | A | B |
|---------------------|--------------------------------------------------------------|
| i) Balance of Trade | a) World Bank |
| ii) IDA | b) Difference between Imports & Exports of Merchandise goods |
| iii) Netting | c) International Cash management |
| iv) CAC | d) Loan |
| v) Capital Account | e) France |

Q2) Solve any One of following : [1 × 10 = 10]

- a) What do you mean by 'Balance of Payments'? Explain its different components?
- b) Explain in brief different Arms of World Bank.

Q3) Solve any ONE of following : [1 × 10 = 10]

- a) Explain the concept of ADR & GDR.
- b) Explain different Techniques & Strategies used to tackle Challenges & Risks of International Cash Management.

Q4) Write any Four short notes : [4 × 5 = 20]

- a) NASDAQ
- b) Bretton Woods System
- c) Moody's Rating Process
- d) International Monetary Fund
- e) Types of Bonds
- f) Factoring

