

Total No. of Questions :4]

SEAT No. :

PC1196

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[Total No. of Pages :2

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

505A : INTERNATIONAL MARKETING MANAGEMENT-I
(CBCS 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) Fill in the blanks: (Attempt Any 5) [5]

- a) _____ is the performance of business activities that direct the flow of company's goods and services to consumers in more than one nation.
- b) _____ has liberalized the import of capital goods needed for the manufacturing of different goods.
- c) Under the _____ scheme, an exporter can import capital goods duty free with the undertaking to certain obligations within stipulated time frame.
- d) _____ is a commercial deal which is essential to the exporter and importer.
- e) _____ is usually associated with using the same brand name all over the world.
- f) _____ is the assistance provided before shipment of goods.
 - i) EPCG
 - ii) Export Order
 - iii) EXIM Policy
 - iv) International Advertising
 - v) Pre Shipment Finance
 - vi) International Marketing

P.T.O.

Q2) True or False [5]

- a) International marketing is the application of marketing principles to more than one country across national boundaries.
- b) The EXIM policy focuses on liberalization, openness, transparency and globalization.
- c) The Duty Exemption Passbook Scheme is a modified adaptation of the Advance Licence Concept.
- d) The Agro–Export zones were established to promote manufacturing units and reorganize the efforts based on specific products
- e) Under the system of advance licenses the book DEEC was promoted.
- f) FTZ refers to Free Trade Zones

Q3) Write Short Notes on (Any 2) [10]

- a) Any 4 objectives of International Marketing.
- b) International Marketing Mix.
- c) Export Promotion Capital Goods
- d) Export Benefits

Q4) Write Long Answers on (Any 2) [30]

- a) What is International Marketing? Explain the concept, scope and objectives of International Marketing.
- b) Explain the concept of International Marketing with challenges and opportunities in International Market.
- c) Explain market entry strategies employed by firms in International Marketing.
- d) Explain the international pricing strategy and factors influencing these decisions.

