



AB-2756

Third Year B. Com. (Honours) (Sem. V) Examination
March/April – 2015
International Marketing

Time : Hours]

[Total Marks : 50

Instructions :

(1)

नीचे दर्शावेक निशानीवाणी विगतो उत्तरवकी पर अवश्य कपनी. Fillup strictly the details of signs on your answer book.	Seat No. :
Name of the Examination :	<input type="text"/>
<input type="text" value="THIRD YEAR B. COM. (HONOURS) (SEM. 5)"/>	<input type="text"/>
Name of the Subject :	<input type="text"/>
<input type="text" value="INTERNATIONAL MARKETING"/>	<input type="text"/>
Subject Code No. : <input type="text" value="2"/> <input type="text" value="7"/> <input type="text" value="5"/> <input type="text" value="6"/>	<input type="text" value="Student's Signature"/>
Section No. (1, 2,...): <input type="text" value="Nil"/>	

- (2) Question one is compulsory.
(3) Figures to the right indicate marks.

- 1 Answer in brief : 10
- (i) Define Standardisation.
(ii) What do you mean by domestic market ?
(iii) What do you mean by product planning ?
(iv) What do you mean by branding ?
(v) What do you mean by After Sale Service ?
- 2 What do you mean by International marketing ? 13
What is its scope and Importance ?

OR

- 2 What is the importance of design in product ? 13
Explain labelling and what are the quality issues associated with it ?

3 How does foreign market entry mode decisions are taken in International marketing ? **12**

OR

3 Explain the process of pricing in International marketing. **12**

4 Write short notes : (any **three**) **15**

- (i) Selection of foreign market
- (ii) Factors Affecting International marketing
- (iii) International price quotations
- (iv) Standardisation V/s. Adaptation
- (v) Domestic marketing V/s. International marketing.
