



**AD-2797**

**Third Year B. Com. (Honours) (Sem. VI) Examination**  
**April / May – 2015**  
**International Marketing**

Time : 3 Hours]

[Total Marks : 70

**Instructions :**

(1)

नीचे दशांशके निशानीवाणी विगतो उत्तरवही पर अवश्य लपवी. Fillup strictly the details of signs on your answer book.	Seat No. :
Name of the Examination :	<input type="text"/>
THIRD YEAR B. COM. (HONOURS) (SEM. 6)	<input type="text"/>
Name of the Subject :	<input type="text"/>
INTERNATIONAL MARKETING	<input type="text"/>
Subject Code No. : 2 7 9 7	Section No. (1, 2,.....): Nil
Student's Signature	

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

- 1 Answer in brief. 10
- 1) What do you mean by direct mail ?
  - 2) What do you mean by Export finance ?
  - 3) What do you mean by Export policy ?
  - 4) What do you mean by Export pricing ?
  - 5) What do you mean by Sales Agent ?

- 2 What do you mean by Product promotion and how will you promote services abroad? 13

**OR**

- 2 Explain the procedure for selecting and appointing sales agents. 13

- 3 Explain the foreign documentation and Export procedure in detail. 13

**OR**

- 3 What do you mean by Exim Policy? Give its overview and explain the trends in India's foreign Trade. 13
- 4 Write Short Notes. (any two) 14
- 1) Export Assistance and Incentives
  - 2) Steps in starting Export Business.
  - 3) Distribution channels and logistic decisions.
  - 4) Trade fairs and Exhibitions.
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