



DG-2756
Third Year B. Com. (Honours) (Sem. V)
Examination
March / April – 2016
International Marketing - II

Time : Hours]

[Total Marks : 50

Instructions : (1)

<p>नीचे दर्शायेव निशानीवाणी विगतो उत्तरवही पर अवश्य कपवी. Fillup strictly the details of signs on your answer book.</p> <p>Name of the Examination : THIRD YEAR B. COM. (HONOURS) (SEM. V)</p> <p>Name of the Subject : INTERNATIONAL MARKETING - II</p> <p>Subject Code No. : 2 7 5 6 Section No. (1, 2,.....): Nil</p>	<p>Seat No. : <input type="text"/><input type="text"/><input type="text"/><input type="text"/><input type="text"/><input type="text"/><input type="text"/></p> <div style="border: 1px solid black; border-radius: 15px; padding: 10px; text-align: center; margin-top: 10px;">Student's Signature</div>
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(2) All questions are compulsory.

1. **Answer in brief:** **10**
 - (i) What do you mean by Pricing?
 - (ii) What do you mean by Domestic marketing?
 - (iii) What do you mean by Product Planning?
 - (iv) What do you mean by Entry mode?
 - (v) What is Branding?

2. What do you mean by International marketing? Explain the scope of international marketing. **13**

3. How would you identify and select foreign market? What do you mean by international price quotations and payment terms? **13**

4. Write short notes (Any two) **14**
 - (i) Importance of packaging
 - (ii) After sales service
 - (iii) Domestic Vs. international
 - (iv) Pricing process