



DRR-2797
Third Year B. Com. (Honours) (Sem. VI)
Examination
April / May – 2016
International Marketing-IV

Time : Hours]

[Total Marks : 50

Instruction :

<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. VI)</p> <p>Name of the Subject : INTERNATIONAL MARKETING - IV</p> <p>Subject Code No. : 2 7 9 7 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"/></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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- 1 Answer in brief : 10
 - (1) What do you mean by foreign sales agent ?
 - (2) What do you mean by Personnel selling ?
 - (3) What do you mean by Logistics decision ?
 - (4) What do you mean by Trade fairs ?
 - (5) What do you mean by Foreign trade ?

- 2 Explain the trends in India's foreign trade. 12

- 3 Explain the steps involved in starting an export business. 13

- 4 Write short notes : (any three) 15
 - (1) Documentation related to exports
 - (2) Role of advertising in international marketing.
 - (3) Export pricing
 - (4) Direct mail as a promotion tool.