RJ-0821

M. Com. (Integrated Course) (Sem. X) Examination
March / April - 2017
International Marketing : Paper - II

Time : Hours] [Total Marks : 50

Instruction :

1 Answer in brief :
(1) What do you mean by personnel selling?
(2) What do you mean by WTO?
(3) What do you mean by foreign distributors?
(4) What do you mean by international marketing control?
(5) What is Information technology?

2 Explain various sales promotion and public relation decisions in detail.

OR

2 What do you mean by International logistics decisions?

3 Describe the issues in International marketing planning.

OR

3 Explain various ethical and social issues in International marketing.

4 Write short notes : (any two)
(1) Promotion decisions
(2) Channel selection decision
(3) International Marketing of Services
(4) Impact of Globalisation.