**M. Com. (Integrated) (Sem. IX) Examination**  
March / April - 2017  
**International Marketing**

Time : 2 Hours]  
[Total Marks : 50

**Instruction :**

Fill up strictly the details of signs on your answer book.

Name of the Examination : M. COM. (INTEGRATED) (SEM. 9)

Name of the Subject : INTERNATIONAL MARKETING

Subject Code No. : 0813  
Section No. (1,2,.....) : NIL

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1. Answer in brief :

(1) What do you mean by international marketing environment ?

(2) What is difference between Domestic and International market ?

(3) What do you mean by International pricing ?

(4) What do you mean by product planning ?

(5) What are International pricing strategies ?

2. What do you mean by Transition from Domestic to transnational marketing ?

**OR**

Describe the impact of environment on international marketing decisions in detail.

3. What do you mean by global market segmentation ?

What do you mean by foreign market ?

**OR**

What is the management of International brands ?

What is packaging and labeling of International brands ?

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[ Contd...
4. Write short notes: (any two)

(1) Significance of International marketing
(2) Internal international marketing environment
(3) Market entry strategy
(4) International Pricing.