



BA-2008060506060022

B. Com. (Honors) (Sem. VI) Examination

April - 2022

International Marketing - IV

Time : 2 Hours]

[Total Marks : 50

Instructions :

(1)

नीचे दृष्टावेक निशानीवाणी विगतो उत्तरवही पर अवश्य लभवी. Fillup strictly the details of signs on your answer book. Name of the Examination : Name of the Subject : Subject Code No. : Section No. (1, 2,.....) : 2 0 0 8 0 6 0 5 0 6 0 6 0 0 2 2	Seat No. : <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> Student's Signature
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- (2) All questions are compulsory.
(3) Figures mentioned to the right are marks allotted to that question.
(4) See your options clearly before attempting the questions.

1 Answer in brief : (any five) 10

- (1) What do you mean by Trade fairs and Exhibitions?
- (2) What do you mean by logistic decisions?
- (3) What do you mean by channel of distribution?
- (4) Define International Marketing.
- (5) What is Advertising?
- (6) What do you mean by promotion of the product?
- (7) What do you mean by Personal Selling?
- (8) What do you understand by EXIM policy?
- (9) What do you mean by Export Pricing?
- (10) What do you mean by Export Finance?

Attempt any two questions out of Q. No. 2, 3, 4 and 5.

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| 2 | Explain the steps involved in starting export business in International Marketing. | 13 |
| 3 | Describe various trends in India's foreign trade. | 13 |
| 4 | What do you mean by Direct Mail? How trade fairs and exhibitions are useful in product promotion? | 13 |
| 5 | What are the various channels used for product distribution in the international marketing? | 13 |
| 6 | Write short notes : (any two) | 14 |
| | (1) Sales literature | |
| | (2) Advertising V/s. Personal selling | |
| | (3) Foreign sales agent | |
| | (4) Incentives for Export. | |
