

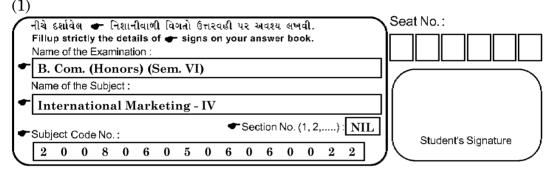
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B. Com. (Honors) (Sem. VI) Examination April - 2022

International Marketing - IV

Time: 2 Hours [Total Marks: 50

Instructions:



- (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)

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- (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.

(2) Advertising V/s. Personal selling

(3) Foreign sales agent

(4) Incentives for Export.

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