

U.G. 6th Semester Examination - 2020**BBA****Course Code : BBBADSHT5****Course Title : International Marketing**

Full Marks : 40

Time : 2 Hours

*The figures in the right-hand margin indicate marks.**Candidates are required to give their answers in their own words as far as practicable.*1. Answer any **ten** questions of the following:

1×10=10

- a) What is labelling?
- b) Mention any two scopes of International Marketing.
- c) What are the various phases of Product Life Cycle?
- d) What is packaging?
- e) What is the full form of ECGC?
- f) Name the various pricing strategies.

[Turn over]

- g) State a similarity between Domestic Marketing and International Marketing.
- h) Name any two export incentives.
- i) State a disadvantage of Air transport.
- j) Mention any two Drawbacks of International Market.
- k) What is Market Skimming?
- l) Define Positioning.
- m) What is Bar Code?
- n) What is Dumping?
- o) Mention any two factors influencing Package Design.

2. Answer any **five** of the following: 2×5=10

- a) What is Exemption On Duty?
- b) What do you mean by Duty drawbacks?
- c) What is Penetration Pricing?
- d) What do you understand by appraisal of Market?
- e) What is Branding?
- f) What is Credit Note?
- g) What is Hedging?

h) What is Bio-Degradable Packaging?

3. Answer any **two** of the following: $5 \times 2 = 10$

a) What are the various risks of International Marketing? Elaborate.

b) What is Product Mix? How Product Line is related to Product Mix, Explain with example.

c) Explain Product Life Cycle in International Marketing.

4. Answer any **one** of the following question:

$10 \times 1 = 10$

a) What is the role of ECGC in International Marketing? Explain the various modes of transportation used in International Marketing with advantage and disadvantages.

b) Explain Export Incentives and Export Marketing Assistance in International Marketing.

c) Explain any two promotional strategies of International Marketing in details.