

U.G. 6th Semester Examination - 2021**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 do you mean by Market selection?
- b) Define e-commerce.
- c) What is Bio Degradable packaging?
- d) What are perishable goods?
- e) What are the two main advantages of Surface transport?
- f) What is Appraisal of Market?
- g) What is a Product line?
- h) Define Vertical Integration.

- i) Differentiate between Firm & Industry.
- j) What is product mix?
- k) What is marginal costing?
- l) What is Branding?
- m) Full form of ECGC.
- n) What is labeling?
- o) Full form of PLC.

2. Answer any **five** questions of the following :

2×5=10

- a) What do you mean by FDI?
- b) What are the various Documentation required in Foreign trading?
- c) Define Bill of Lading.
- d) What are the objectives of Global Marketing?
- e) Mention the scope of International Marketing.
- f) Mention the factors influencing Package Design.
- g) What is supply chain logistics?
- h) What is international invoicing?

3. Answer any **two** questions of the following

5×2=10

a) Differentiate between Domestic Marketing and International Marketing. How is International Marketing different from Global Marketing?

3+2

b) Explain the various methods of Global Market Entry.

c) Explain different type of Pricing strategies.

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

10×1=10

a) Briefly explain various risks involved in International marketing. Explain the role of ECGC in International marketing.

b) Explain various Promotional and Distributional strategies involved in International Marketing.

c) Difference between Domestic market and International market. What is certificate of Origin? Define the concept bill of exchange.

6+2+2
