

(i) Printed Pages : 2

Roll No. ....

(ii) Questions : 14

Sub. Code : 

0	8	7	7
---	---	---	---

Exam. Code : 

0	1	1	9
---	---	---	---

**Bachelor of Business Administration 3<sup>rd</sup> Year**

**1046**

**INTERNATIONAL MARKETING**

**Paper – I (Group–C)**

**Time Allowed : Three Hours]**

**[Maximum Marks : 80**

**Note :** (1) Attempt any **four** questions from Section A. Each question is of 4 marks.

(2) Attempt any **two** questions from Section B. Each question is of 16 marks.

(3) Attempt any **two** questions from Section C. Each question is of 16 marks.

**SECTION–A**

1. Why do firms opt for International Marketing ?
2. What are the risks involved in International Marketing ?
3. Is Economic Growth linked to International Marketing ?
4. Explain Letter of Credit.
5. What is the importance of a Marketing Plan ?
6. What is Product Standardization ?

## SECTION-B

7. Explain the various new techniques that have emerged in the International Marketing.
8. What are Multinational Corporations ? Are they a boon or bane for the Indian Economy ?
9. "The Indian trade policies facilitate International Trade". Do you agree with the statement ? Justify your stance.
10. What is the basis of International Trade ? Discuss some of the prominent trends in World Trade.

## SECTION-C

11. What is Special Economic Zone ? How does it help in International Trade ?
12. Write notes on any two :
  - (a) Market based exchange rate
  - (b) Bill of Lading
  - (c) Advance License Scheme.
13. What is EXIM policy ? Discuss the key features of EXIM policy.
14. Elaborate the various documents required for completing Export formalities.