2012

Time : 3 hours

Full Marks : 80

Candidates are required to give their answers in
their own words as far as practicable.

The questions are of equal value.

Answer four questions in which
Q. No. 1 is compulsory.

1. State whether the following statements are True
or False of the following :

(a) With Globalization of Markets, the tastes
and preferences of consumers world wide
are converging upon a global norm.

(b) The Goal of International Market is to gain
market share and increase profit.

(c) A Global Organisation creates standardized
products for Homogeneous Markets.

AP – 10/2    ( Turn over )
(d) The age distribution of the population in a market is used to identify behavioural patterns within each age group.

(e) International Marketing mix consists of International Marketing Products and Price.

(f) In Exporting Country the middleman are Export Agent, Forwarding Agent and Shipping Company.

(g) Payment in foreign trade is done by Gold, Bank Draft, Telegraphic Transfer and Foreign Bill of Exchange.

(h) If a country’s import exceeds its import, it has to either to get loan D from a foreign countries or part with its gold in required quantities to make payment for the imported goods.

(i) The foreign invoice is a document sent by the importer to the exporter.

(j) WTO stands for World Trade Organisation.

2. Define international marketing and its importance.
3. Write a short notes on IMF.

4. Discuss the pricing strategy of International Market.

5. What are the different components of International Marketing Environment? Discuss.

6. Discuss the activities of UNO.

7. Discuss International Marketing Mix.

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AP – 10/2 (50) (3) MGT/S-3-M/IV/12(304-A)