

(2½ Hours)

[Total Marks: 75]

N.B.: (1) All questions are **compulsory**.

(2) **Figures** to the **right** indicate **full marks**.

Q 1 Answer **any 2** of the following :

15

1. What is meant by international marketing? Discuss the importance of international marketing for an economy.
2. Discuss the types of tariff & non tariff barriers in international trade.
3. Discuss the modes of entering international markets.

Q 2 Answer **any 2** out of 3 :

15

1. Explain the impact of political & legal factors on international marketing.
2. Discuss Hofstede's dimensions of culture.
3. Identify the phases of international product life cycle.

Q 3 Answer **any 2** out of 3 :

15

1. Discuss the strategies of pricing in international marketing.
2. Identify the role of packaging in international marketing.
3. What are the factors influencing international distribution.

Q 4 Answer **any 2** out of 3 :

15

1. Discuss the procedure of preparing international marketing plan.
2. Explain the difference between domestic & international marketing.
3. Discuss the process of international marketing research.

Q 5 Write short notes on **any 3** :

15

1. European Union
2. Anti dumping law
3. Factors affecting international pricing
4. International service marketing
5. Pricing strategies.