

23/05/17

Q.P. Code :08959

[Time: 2 Hours]

[Marks:60]

Please check whether you have got the right question paper.

- N.B:
1. All questions are compulsory.
 2. Figures to the right indicate full marks.

1. Answer **any two** of the following: 15
 - (a) Explain the various product planning strategies in international market
 - (b) What are the steps included in the new product development in international market?
 - (c) Write a note on international Product Life Cycle
2. Answer **any two** of the following: 15
 - (a) Elaborate on indirect marketing channels of distribution in foreign markets.
 - (b) Describe the global manufacturing strategies.
 - (c) Explain in briefly the concept and features of inventory management
3. Answer **any two** of the following: 15
 - (a) Explain the importance of sales promotion in the international marketing
 - (b) What are the objectives of personal selling in the international product promotion?
 - (c) Write a note on brand building in international market.
4. Answer **any two** of the following: 15
 - (a) Comment on the new foreign Trade Policy 2015-2020
 - (b) Explain the various documents used for export at international level
 - (c) What is export risk insurance? Explain in detail