

[Time: 2  $\frac{1}{2}$  Hours]

[ Marks:75]

Please check whether you have got the right question paper.

- N.B:
1. Attempt all questions
  2. Figures to the right indicate full marks.

**Q.1** Answers the following (Any two)

15

- a) Highlight the advantages of international marketing.
- b) Bring out the merits of MNCs.
- c) How is a tariff barrier different from non tariff barriers?

**Q.2** Answer the following (Any two)

15

- a) What is the purpose export marking?
- b) Write a note on types of foreign intermediaries.
- c) Explain the factors to be considered for package design in international markets.

**Q.3** Answer the following. (Any two)

15

- a) Write a note on incoterms.
- b) Explain the following concepts.
  - i) Duty Draw back
  - ii) Blanket permits
  - iii) Skimming pricing strategy
- c) Discuss various types of pricing strategies.

**Q4** Answer the following (Any two)

15

- a) Narrate the methods of market entry.
- b) What are the bases for segmentation?
- c) What are the constraints in entering in global market?

**Q.5** Case study:-

An Indian company manufacturing cotton fabric is presently operating in the domestic market only. The company now wants to enter foreign markets.

Questions:-

- a) How can the company go about segmenting the international market?
- b) What could be the possible benefits for the company to enter international market?

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