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**Roll No. \_\_\_\_\_\_\_\_\_\_\_\_**

**MC - 3375**

**M.Com. (III Semester) Examination, Dec.2018**

**COMMERCE**

**International Marketing**

*Time Allowed: Three Hours] [Maximum Marks: 70*

**Note:** Answer **all** questions.

**Q. 1.** Attempt any **six** of the following. **5\*6=30**

fdUgha N% iz”uksa ds mÙkj nhft,A

1. Explain the challenges involved in international marketing.

vUrjkZ’Vªh; foi.ku esa lfUufgr pqukSfr;ksa dks le>kb;sA

1. Explain in brief the scope of globalization.

oS”ohdj.k ds {ks= dks la{ksi esa crkb;sA

1. What is Export House?

fu;kZr ?kj D;k gS \

1. Name the documents needed for Export.

fu;kZr gsrq vko”;d vfHkyks[kksa ds uke crkb;sA

1. What do you mean by International Brand?

vUrjkZ’Vªh; czS.M ls vkidk D;k vk”k; gS \

1. What is an International Pricing decisions?

vUrjkZ’Vªh; ewY; fu/kkZj.k fu.kZ;u D;k gS \

1. What is EXIM Policy.

fu;kZr vk;kr uhfr ¼,fXt+e uhfr½ D;k gS \

1. What do you mean Letter of Credit?

lk[k i= ¼ysVj vkWQ ØsfMV½ ls vkidk D;k vk”k; gSA

**Q.2.** Define International Marketing. Describe the scope and the importance of the International Marketing.**10**

vUrjkZ’Vªh; foi.ku dks ifjHkkf’kr dhft,A vUrjkZ’Vªh; foi.ku dk {ks= rFkk egRo dk o.kZu dhft,A

**OR/vFkok**

What is the meaning of International Marketing Environment? Discuss internal and external environment.

vUrjkZ’Vªh; foi.ku i;kZoj.k dk D;k vFkZ gS \ vkarfjd ,oa cká i;kZoj.k dh O;k[;k dhft,A

**Q. 3.** Write a short essay on Indentifying as selecting foreign market. **10**

fons”kh cktkj dh igpku ,oa pquko ij ,d laf{kIr ys[k fyf[k,A

**OR/vFkok**

What factors can influence market selection in international market? How should a company modify its market factors?

vUrjkZ’Vªh; cktkj esa cktkj p;u dks dkSu ls ?kVd izHkkfor dj ldrs gSa \ ,d dEiuh dks fdl izdkj vius cktkj rRoksa dks ifjofrZr djuk pkfg,A

**Q. 4.** Analyze the stages of International Product Life Cycle. **10**

vUrjkZ’Vªh; mRikn thou pØ dh voLFkkvksa dk fo”ys’k.k dhft,A

**OR/vFkok**

Elaborate the international pricing process.

vUrjkZ’Vªh; ewY; fu/kkZj.k izfØ;k dks foLrkj ls le>kb;sA

**Q. 5.** Name the important export promotion organization established in India and describe their main function. **10**

Hkkjr esa LFkkfir egRoiw.kZ fu;kZr lao/kZu laxBuksa ds uke crkb;s rFkk muds izeq[k dk;ksZa dk o.kZu dhft,A

**OR/vFkok**

Analyze the role of World Trade Organization (WTO) in the field of International marketing.

vUrjkZ’Vªh; foi.ku ds {ks= esa fo”o O;kikj laxBu ¼MCY;wŒVhŒvksŒ½ dh Hkwfedk dk fo”ys’k.k dhft,A