

**STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI – 86.**

**(For candidates admitted from 2015 and thereafter)**

**Subject Code: 15CM/UI/IM23**

**COURSE : Independent Elective**  
**PAPER : International Marketing**

**MAX. MARKS :100**  
**TIME : 3 HOURS**

**SECTION – A**

**ANSWER ALL QUESTIONS**

**(10 X 2=20)**

1. Define Tariff.
2. What do you mean by Balance of payments?
3. Write a note on EXIM policy
4. Define International Marketing.
5. Expand TRIPS?
6. List out the objectives of FEMA.
7. What do you mean by Globalisation?
8. Mention any two institutions who are engaged in Export promotion in India.
9. What are the objectives of International marketing?
10. Write a note on export order?

**SECTION – B**

**ANSWER ANY FIVE QUESTIONS**

**(5 X 8=40)**

11. Explain the difference between Domestic and International Marketing.
12. Discuss the role played by the Government of India in Export Promotion.
13. Do you think Demonetization affects the Indian export in the international market. Justify your answer with an suitable example.
14. Explain the Hofstede 6 dimensions model.
15. What do you mean by Commodity Organisation? Explain its Contribution to the International Trade.
16. Discuss the conditions for Global Product offering.
17. What are the functions of FEMA?

**SECTION – C**

**ANSWER ANY TWO QUESTIONS**

**(2 X 20=40)**

18. Discuss the features and Challenges in International Marketing.
19. Explain the tariff and non-tariff barrier in International marketing.
20. Elucidate the export procedure and document required for Pre-shipment.
21. Discuss the Economic, social, political, Geographical and legal issues affecting the International marketing environment.

\*\*\*\*\*