

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086.  
(For candidates admitted during the academic year 2004-2005 & thereafter)

SUBJECT CODE : **CM/MO/IM44**

**B.Com. DEGREE EXAMINATION APRIL 2007**  
COMMERCE  
FOURTH SEMESTER

COURSE : **MAJOR – OPTIONAL**  
PAPER : **INTERNATIONAL MARKETING**  
TIME : **3 HOURS** **MAX. MARKS : 100**

**SECTION - A**

ANSWER ALL QUESTIONS: ( 10 x 3 = 30 )

1. Define International Marketing.
2. Write a short note on UNCTAD?
3. Define Franchising.
4. What is packing credit.
5. Define Letter of Credit.
6. Explain Consular Invoice.
7. State the difference between domestic market and international market.
8. Write a short note on SAARC.
9. Explain duty draw back.
10. What is a Certificate of Origin?

**SECTION - B**

ANSWER ANY FIVE QUESTIONS: ( 5 x 6 = 30 )

11. Explain the functions of WTO.
12. Explain the important non tariff barriers.
13. Write a short note on foreign market entry strategies.
14. Explain the factors to be considered in product adaptation for international market.
15. What are the objectives of the current EXIM policy?

16. Write a short note on:  
a) EOU                      b) EPZ
17. Explain the functions of EPC.

**SECTION - C**

ANSWER ANY TWO QUESTIONS:

( 2 x 20 = 40 )

18. Explain in detail the role and functions of ECGC in developing foreign trade in India.
19. Explain in detail the important steps of Export procedure.
20. Explain Export promotion measures undertaken by the government of India in promotion of Foreign Trade.
21. Explain the steps involved in Market selection process.

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