

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 2008
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. What are Free Trade Zones?
3. List out the member countries of SAARC.
4. What is a G.R. Form?
5. State the components of International Marketing mix.
6. What is Contract manufacturing? Give example.
7. Explain the terms 'Buyer's Credit' and 'Seller's Credit'.
8. State the objectives of GATT.
9. What is Ad valorem duty?
10. Write short note on NAFTA.

SECTION – B

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

11. Discuss the role of TPOI.
12. Is domestic marketing same as International marketing? Discuss.
13. Discuss the relevance of product adaptation in International marketing.
14. Describe the functions of EXIM Bank.
15. Discuss the motives of International marketing.

16. Explain any 5 forms of non-tariff barriers.
17. Discuss the highlights of the current EXIM policy.

SECTION – C

ANSWER ANY TWO QUESTIONS:

(2 x 20 = 40)

18. Discuss in detail, the various entry options available to firms entering into International Markets.
19. Describe the steps involved in processing an export order. Use an example.
20. Discuss the socio-cultural and economic variables that affect international marketing.
21. Discuss the Insurance policies and special policy schemes offered by ECGC.

