

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI 600 086

(For candidates admitted during the academic year 2015-16)

Examination April 2016

SUBJECT CODE: 15CM/UI/IM23

B. A. / B. Sc. / B. Com. / B.C.A. / B.S.W. / B.V.A. Degree II Year

Paper : **International Marketing**

Time: **3 hours**

Max. Marks : 100

Part A

Answer **ALL** questions.

(10 x 2 = 20 marks)

1. Define Business Environment.
2. What is FEMA?
3. What are non-tariff barriers to trade?
4. Write a note on forfeiting.
5. Write a note on FTZ.
6. Define International Marketing.
7. What is a Multinational company? Give two examples.
8. Differentiate between localization and globalization.
9. State any four functions of EXIM Bank.
10. What is a Shipping Bill?

Part B

Answer **Any FIVE** questions.

(5 x 8 = 40 marks)

11. Write a note on TRIPS.
12. Discuss the role of Coffee Board / Spices Board in promoting and facilitating export trade.
13. Explain why it is imperative to adapt a product in the global marketing, citing suitable examples.
14. Bring out the differences between domestic marketing and international marketing.
15. Write a note on the current EXIM policy.
16. Discuss the reasons and motives behind the firms going international.
17. Describe the role of India Trade Promotion Organization (ITPO) in supporting export trade.

Part –C

Answer any **two** questions.

(2 x 20 = 40 marks)

18. You are an exporter of organic food products to Far East and Europe. Discuss the steps involved in processing your export orders.
19. As an exporter of ethnic Indian artefacts, what are the trade barriers that you are liable to face?
20. Discuss the impact of macro economic environment factors on marketing.
21. Discuss the current trends in world trade in the light of global economic crisis.