

Stella Maris College (Autonomous) , Chennai 600 086

DEPARTMENT OF COMMERCE

End Semester Examination, April 2018

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

Subject Code : 15CM/UI/ I M 2 3

Paper : International Marketing

Time : 3 hrs.

Max Marks : 100

Section – A

Answer **all** questions.

(10 x 2 = 20 marks)

- 1) Define International Marketing.
- 2) State any two reasons for imposing trade barriers.
- 3) Define Business environment
- 4) Expand 1)FEMA 2)TRIPS
- 5) Write a note on Bill Of Lading.
- 6) Give examples of any four commodity boards in India.
- 7) Write a note on EPZ.
- 8) What is the role of ITPO in foreign trade.
- 9) Give two examples of current trends in world trade.
- 10) What are trade cartels?

Section – B

Answer any **Five** of the following.

(5 x 8 = 40 marks)

- 11) .Examine the special characteristics of the EXIM policy.
- 12) Distinguish between domestic marketing and .international marketing.
- 13) Discuss the reasons and motivating factors that propel a firm to become a global player...
- 14) Explain the need for product adaptation in inter-national marketing with suitable examples..
- 15) Discuss the role of export promotion board.
- 16) Write a note on TRIPS.
- 17) Explain any four institutions engaged in Export promotion in India.

Section – C

Answer any **Two** of the following.

(2 x 20 = 40 marks)

- 18) Discuss the various economic, political, legal .and demographic variables that impact international business.
- 19) Explain the steps involved in processing of an export order.
- 20) What are trade barriers? Explain the different types of barriers that affect inter-national trade with examples.
- 21) Discuss the role played by the government in export promotion.