

**Stella Maris College (Autonomous) , Chennai 600 086**

**DEPARTMENT OF COMMERCE**

**End Semester Examination, November 2018**

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

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

**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 i)TRIPSii)TRIMS
- 5) Write a note on mate's receipt
- 6) Give examples of any four export promotion councils in India.
- 7) Write a note on export oriented unit.
- 8) What is demographic environment?.
- 9) Give the main objectives of EXIM policy.
- 10) .State the main function of ECGC.

Section – B

Answer any **Five** of the following.

(5 x 8 = 40 marks)

- 11) .Examine the role of commodity boards in foreign trade..
- 12) Distinguish between tariff and non-tariff barriers in trade.
- 13) Explain the factors that motivate a domestic company to enter foreign market with suitable examples...
- 14) Write a note on the role of Indian Trade Promotion organization.
- 15) What are the major Free Trade Zones in India and state the benefits given to them.
- 16) Explain how culture plays a critical role in designing a product for export market
- 17) Explain the concept of globalization.

Section – C

Answer any **Two** of the following.

(2 x 20 = 40 marks)

- 18) What do you believe makes foreign business activities more complex than purely domestic trade. Validate your answer with suitable examples.
- 19) As an exporter of hand - made rugs to Sweden ,explain the process of export.
- 20) Discuss the impact of macro environment factors on International trade
- 21) Discuss the major developments in the current world trade.