

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI – 600 086
(For candidates admitted during the academic year 2015-2016 and thereafter)
END SEMESTER EXAMINATION – APRIL 2019

COURSE : INDEPENDENT ELECTIVE SUBJECT CODE: 15CM/UI/IM23
PAPER : INTERNATIONAL MARKETING
TIME : 3 HOURS MAXIMUM MARKS: 100

SECTION – A

Answer all the questions:

(10 x 2 = 20)

1. What do you mean by domestic marketing?
2. List out the benefits of international marketing.
3. What is business environment?
4. Write a note on product adoption.
5. State any two institutions engaged in export promotion in India.
6. What do you mean by commodity organization?
7. Expand EXIM.
8. What is an export order?
9. Write a note on FEMA.
10. What is the work of WTO?

SECTION – B

Answer any five questions:

(5 x 8 = 40)

11. Explain the scope of international marketing.
12. What are the reasons for international marketing?
13. Discuss the external factors affecting the business environment.
14. Write a brief note on export promotion board.
15. Explain the process involved in export order.
16. Enumerate on the recent trends in world trade.
17. Write a brief note on TRIPS.

SECTION – C

Answer any two questions:

(2 x 20 = 40)

18. Describe the different types of trade barriers and the reasons for its imposition.
19. Explain the conditions for global product offering.
20. Discuss the export procedure and documents involved in export.
21. "Role played by government in export promotion"- discuss
