**ANNUAL EXAMINATION 2020**

**(Only for Regular Students)**

***Centre No. 135 Centre Name- Disha College, Raipur (C.G.)***

**Class- B.COM-III Subject- International Marketing**

**Paper No- Paper Name-International Marketing**

**Time- 3 hrs. M.M.-75**

Note – *Attempt all units. Each question carries equal marks*.

Q1. What is International Marketing Environment? Discuss the external factor of international marketing environment?

vUrZjk”Vªh; foi.ku okrkoj.k fdls dgrs gS\ vUrZjk”Vªh; foi.ku ds ckgz; ?kVdksa fd foospuk dhft,A

Or

What is Multinational Marketing? Discuss the nature and scope of International Marketing?

cgqjk”Vªh; foi.ku fdls dgrs gS vUrZjk”Vªh; foi.ku ds LoHkko ,oa {ks= dh O;k[;k dhft,A

Q2. What is Brand? Clear the importance of Brand in Globalization Era. Give any two Examples of International Brands for this.

czk.M fdls dgrs gS\ oSf'odj.k ds ;qx esa czk.M ds egRo dks Li"V dhft,A bl gsrq fdUgha nks vUrZjk”Vªh; czk.M dk mnkgj.k nhft,A

Or

What is After Sales Services? Throw lights on its Importants.

foØ; ds ckn lsok D;k gS\ blds egRo ij çdk'k Mkfy;sA

Q3. Discuss the role of Promotion in International Marketing. What are the major Component of promotion Mix ?

vUrZjk”Vªh; foi.ku esa lao)Zu dh Hkwfedk dh foospuk dhft,A lao)Zu feJ.k ds çeq[k la?kBd dkSu&ls gSA

Or

Write Short notes.

1. International advertisement 2.International trade fair 3.International personal selling

fuEu ij laf{kIr fVIif.k;kW fyf[k,A

1- vUrZjk”Vªh; foKkiu 2- vUrZjk”Vªh; O;kikfjd esyk 3- vUrZjk”Vªh; oS;fDrd foØ;

Q4. What do you mean by distribution channel in International Trade ?State the factor affecting to International Distribution Channels ?

varZjk"Vªh; O;kikj esa forj.k ek/;e ls D;k vk'k; gSA varZjk"Vªh; forj.k okfgdkvksa ds p;u dks çHkkfor djus okys ?kVdksa dks crkb;sA

Or

How Foreign sales agent can be Identified and Which point are to be covered in an Agreement with Foreign sales Agent . Explain

fons'kh foØ; çfrfuf/k;ksa dh igpku fdl çdkj fd tk ldrh gSA rFkk fons'kh foØ; çfrfuf/k ds lkFk le>kSrs esa dkSu&dkSu lh ckrsa gksuh pkfg,A le>kb;sA

Q5. Explain Critically the Current Indian EXIM Policy.

Hkkjr ds orZeku vk;kr&fu;kZr uhfr fd vkykspukRed O;k[;k dhft,A

Or

Examine critically the various Method of Credit & Finance Relating to Foreign Trade management in india.

Hkkjr esa fons'kh O;kikj çca/k ls lacaf/kr lk[k vkSj foRr fd fofHkUu fof/k;ksa dk vkykspukRed ifj{k.k dhft,A

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