



WEST BENGAL STATE UNIVERSITY
B.A./B.Com. Honours 6th Semester Examination, 2021

ASPADSE06T-ADVERTISMENT AND SALES PROMOTION (DSE3/4)

GLOBALISATION AND INTERNATIONAL MARKETING

Time Allotted: 2 Hours

Full Marks: 50

*The figures in the margin indicate full marks.
Candidates should answer in their own words and adhere to the word limit as practicable.*

1. Answer any **five** questions from the following: 2×5 = 10
- (a) What is Globalization?
 - (b) What is International Marketing?
 - (c) What is Regional Trade Agreement?
 - (d) Give full form of: (i) SAARC (ii) BRICS.
 - (e) What is the difference between International and Domestic Marketing Research?
 - (f) What is International Marketing Information System?
 - (g) Define International Retailing.
 - (h) What do you mean by BRICS?
 - (i) Name two factors affecting International Retailing.
 - (j) Mention two effects of globalization on Indian economy.
 - (k) Write two disadvantages of globalization.
 - (l) What are the difference between Indian Retailing and Global Retailing?
 - (m) What do you mean by Internationalization process?
 - (n) Mention two objectives of WTO.
 - (o) Mention two techniques adopted for International Marketing Research.
 - (p) Name five member countries of ASEAN.
2. Answer any **four** questions from the following: 5×4 = 20
- (a) What are the importance of International Marketing?
 - (b) Explain the benefits of Globalization.
 - (c) Describe the objectives of SAARC.
 - (d) Explain the scope of International Marketing Research.

- (e) What are the characteristics of International Marketing Information System?
- (f) Discuss the effect of Social and Cultural environment on International Marketing.
- (g) What is the purpose of BRICS?
- (h) Discuss International Marketing strategies of Indian Companies.
- (i) Describe the features of second phase of modern economic globalization.
- (j) Explain different modes of market entry for International Retailers.
- (k) What are the main aims of European Union?
- (l) Describe the procedure of International Marketing Research.

3. Answer any **two** questions from the following:

10×2= 20

- (a) Explain the impact of environmental forces on International Marketing.
- (b) What are the methods of International Retailing?
- (c) Mention the steps to be taken in developing International Marketing Strategies.
- (d) What are the basis for selection of International Retail Market?
- (e) What are the functions of WTO in developing International Trade?
- (f) What are the factors to be considered while entering in International Market?
- (g) Explain about the opportunities and challenges occur in International Market.
- (h) Discuss the marketing strategies adopted by MNCs for entering Indian Market.

N.B. : *Students have to complete submission of their Answer Scripts through E-mail / Whatsapp to their own respective colleges on the same day / date of examination within 1 hour after end of exam. University / College authorities will not be held responsible for wrong submission (at in proper address). Students are strongly advised not to submit multiple copies of the same answer script.*

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