

MMS/M08
International Marketing
Paper: mm-401

7561

Time: Three Hours]

[Maximum Marks: 70

Note :- Attempt FIVE questions in all. Question No.1 is compulsory.

1.
 - (a) Write notes on:
 - (i) Trading House
 - (ii) Board of Trade
 - (ill) Non Tariff Barriers
 - (iv) Exchange Fluctuation Risk.
 - (b) Differentiate between:
 - (i) Balance of Trade and Balance of Payment (ii) Traditional and Non traditional exports (ill) Revenue Tariff and Protection Tariff.
2. Explain briefly why International Trade takes place. How do the nations gain by trading with each other? Explain clearly with special reference to both developed and developing countries.
3. Discuss the various forms of economic grouping. Discuss implications of regional grouping on international operations.
4. How would you determine the suitability of a particular product for particular market?
5. What in your view should be strategy for pricing to be adopted by Indian exporters ?
6. Discuss the steps involved in marketing plan for an export market.

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Contd.

7. Why and how does advertising for foreign markets differ from that of domestic market?
8. Critically evaluate the working of W.T.O.

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