

**M. B. A. (FT) (Third Semester)
EXAMINATION, 2012**

INTERNATIONAL MARKETING

(FSM-4)

Time : Three Hours

Maximum Marks : 80

Section – A

Note : Attempt any *four* questions. Each question carries 8 marks.

1. Explain the concept of International Marketing.
2. Describe the lending principles of IMF.
3. Briefly discuss various barriers to International Marketing.
4. What are the functions of Commodity Board ?
5. Write a short note on "Export Promotion Council."
6. Discuss the registration formalities for exporters.
7. Write a note on the "Turnkey Project" .
8. Explain the different types of promotion strategies.

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Section – B

Note : Attempt any *three* questions. Each question carries 16 marks.

9. What are the basic economic reasons which might influence a firm's decision or motivate a firm to plunge into international marketing.
10. Discuss the advantages and disadvantages of commodity agreements.
11. Write an essay on "Import and Export Policy".
12. As a newly appointed export manager, you have received an export order for export of basmati rice to Saudi Arabia. Write down the steps you will take for executing the export order.
13. What is a joint venture ? Why do the firm prefer joint venture to go globally ?