

International Marketing Paper-FSM-4

Time: 3 Hours] [Maximum Marks : 80

Section - 'A' Short Answer Type Questions Note:- Attempt any four question. All question carriers equal marks. $4*8=32$

1. Briefly explain common markets and free trade zones.
2. Write a short note on Bilateral Trade Agreements
3. Discuss the role of Export Promotion councils.
4. Distihquish between
 - (a) Balance of Payment & Balance of Trade.
 - (b) Bill of Exchange & Bill of Lading.

5. Write a short note on "Export Finance".
6. What are the main channels of distribution used in Export Markets ?
7. What are the factors that influence pricing strategy in the International Market.
8. Write a short note on Marketing of Joint Ventures and Turn key Projects.

SECTION 'B' Long Answer Type Questions

Note:- Attempt any three question. All question carriers equal marks. , $3*16=48$

9. Illustrate the significance and role of World Bank and IMF • in the International Market in the present scenario.
10. Describe the different types of barriers to International Marketing.
11. Write an explanatory note on Import and Export policy of the country.
12. As an Export Manager of Handicraft manufacturing company in Bhopal, Explain the documents you would prepare for export of Handicrafts ?
13. Discuss the different stages of International Product Life Cycle.