

TILAK MAHARASHTRA VIDYAPEETH, PUNE
MASTER OF COMMERCE (M.COM.)
EXAMINATION : MAY - 2022
THIRD SEMESTER
Sub: International Marketing (MCM-311)

Date: 26/05/2022

Total marks: 100

Time: 10.00 am to 01.00 pm

Instruction: All questions are compulsory.

Q. 1. Answer the following questions. (Attempt any three) (30)

1. Elaborate the steps in New Product Development Process.
2. What do you mean by Direct Export? Explain its advantages and disadvantages.
3. Discuss the various important documents required in Exports
4. State and explain different types of risks involved in Exports.
5. What are the different risks in International Marketing? Discuss the Risk Management tools.

Q.2. Answer the following questions. (Attempt any three) (30)

1. Describe various activities of EXIM Bank.
2. Elaborate the functions of Export Promotion Councils
3. What is Branding? Explain its key functions.
4. Discuss the merits and demerits of Direct Exports
5. Discuss the functions of WTO.

Q.3. Write short notes. (Attempt any four) (20)

1. Benefits of Direct Exporting
2. Principles of GATT
3. Functions of Branding
4. Key functions of Export Promotion Councils
5. Types of Risks in International Marketing
6. Advantages of Indirect Exports

Q.4.A. Answer in one Sentence (Any 5) (10)

1. Define International Marketing
2. Define Branding
3. Write full form of GATT
4. Write Full Form of WTO
5. Define Indirect Exports
6. Define Credit Insurance
7. Define EXIM Bank

Q4B. Select the correct Alternatives (Attempt any Ten) (10)

1. EXIM Bank stands for -----
 - a. Exterior-Interior Bank of India
 - b. Export – Import Bank of India
 - c. External –Internal Bank of India
 - d. None

2. First step in New Product Development Process is -----
 - a. Idea Evaluation
 - b. Idea Generation
 - c. Idea Screening
 - d. Idea Analysis
3. -----is the premier organization in India which offers credit risk insurance cover to exporters.
 - a. Export Critical Guarantee Corporation of India
 - b. Export Credit Grievance Corporation of India
 - c. Export Credit Guarantee Corporation of India
 - d. Export Credit Guidance Corporation of India
4. GATT stands for -----
 - a. General Agreement on Tariffs and Trade
 - b. Genuine Agreement on Tariffs and Trade
 - c. General Agreement on Trade & Tariffs
 - d. General Acceptance on Trade and Tariffs
5. -----is the global organization dealing with the rules of trade between nations.
 - a. International Monetary Fund
 - b. World Trade Organization
 - c. OPEC
 - d. WHO
6. When shipping high value products or when you are dealing with a very conscientious customer, an -----certificate might be requested.
 - a. Internal
 - b. Evaluation
 - c. Assessment
 - d. Inspection
7. All exporters face ----- risk on a daily basis
 - a. Political
 - b. Legal
 - c. Exchange Rate
 - d. Culture
8. -----means that if one country lowers its tariffs against another country, the other country should also do likewise.
 - a. Reciprocity
 - b. Relativity
 - c. Reversibility
 - d. Exchangeability
9. First step in New Product Development Process is -----
 - a. Idea Evaluation
 - b. Idea Generation
 - c. Idea Screening
 - d. Idea Analysis
10. The rapid progress of----- country in the industrial field is mainly due to their exports.
 - a. All
 - b. underdeveloped
 - c. small
 - d. developed
11. The GATT was replaced by -----
 - a. UNO
 - b. UNESCO
 - c. WTO
 - d. OPEC
12. Credit insurance covers the risk of _____ of trade debts.
 - a. Transfer
 - b. Payment
 - c. Requirement
 - d. Non-payment