

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 :60

Time: 10.00 am to 12.30 pm

Instructions:

- 1) All questions are compulsory.
- 2) Figures to the right indicate full marks.

Q.1 Answer the following questions. (Attempt any two) (32)

1. What are the different risks in International Marketing? Discuss the Risk Management tools.
2. Discuss the documents (Master documents) required in exporting the goods from India.
3. What is Branding? Why is it important? Explain their functions and strategies.
4. Explain international marketing environment with examples.

Q.2 Answer the following. (Attempt any one) (08)

1. What is Credit Insurance? Explain its benefit.
2. Write the importance of International Marketing for Individual Business organization.
3. Explain in detail Promotional strategies.

Q.3 Write short notes. (Attempt any two) (10)

1. Marketing Mix for Standardization
2. Benefits of Credit Cover
3. Significance of international marketing strategies
4. Objectives of Packaging

Q.4 Select the Correct Alternatives (Attempt Any Ten) (10)

1. The Indian Institute of Packaging was registered in _____.
a) May 1996 c) January 1964
b) August 1960 d) March 2000
2. _____ are 'Sensory' sources of information.
a) Human sources c) Documented sources
b) Perception sources d) Natural sources
3. According to the _____ principles, every country should be treated as per MFN rule.
a) WTO c) PEST analysis
b) GATT d) all of them
4. Quota is an example of _____ barriers.
a) Tariff c) Non- Tariff
b) Duty d) None
5. _____ assistance is extended by banks to the exporters at the Pre-shipment and Post-shipment stages.
a) Legal c) Marketing
b) Credit d) Financial

6. Marine Insurance is a _____ of indemnity.
 - a) Policy
 - b) Agreement
 - c) Contract
 - d) Report
7. The WTO is the only global organization dealing with _____ of trade between nations.
 - a) Transactions
 - b) Insufficiency
 - c) Liberalizing
 - d) Rules
8. Export-Import Bank (EXIM) of India was established by the Act of _____ on 1st January 1982.
 - a) Customs
 - b) Foreign Trade
 - c) Parliament
 - d) Government
9. ISO 9000 is a series of _____ standards that have been accepted worldwide as the norm assuring high quality of goods.
 - a) National
 - b) International
 - c) Regional
 - d) Local
10. Ultimately 'GATT' was replaced by theon 1st Jan 1995.
 - a) WHO
 - b) WTO
 - c) IMF
 - d) World Bank
11. International marketing improves the _____ of the country men in various ways like employment opportunities.
 - a) Standard of living
 - b) Profits
 - c) Health
 - d) Marketing
12. _____ risk and credit risk are the part of international trade finance and are quite different from each other.
 - a) Export
 - b) Contract
 - c) Import
 - d) Finance
