## TILAK MAHARASHTRA VIDYAPEETH, PUNE

## MASTER OF COMMERCE (M. COM.) EXAMINATION: DECEMBER 2022

## THIRD SEMESTER

**Sub: International Marketing (MCM - 311)** 

Date: 7/12/2022  Instructions:		Total	Marks :60	Time: 2.00 Pm to 4.30 pm
		<ol> <li>All questions are compulsor</li> <li>Figures to the right indicate</li> </ol>		
<b>Q.1</b> 1.	What do you	ne following questions. (Attemptou mean by Export Promotion Co	ouncil (EPC)? Exp	olain the key functions of
2. 3.	•	brief any two types of risks invoorief the documents (Master documents).	•	essential in exporting the
4.		ernational Marketing. Discuss ho nance of the individual firm and		
Q.2 1. 2. 3.	Explain in State and 6	the following. (Attempt any one) brief different types of Promotion explain in brief the various source the functions of World Trade Org	nal strategies in Int es of information fo	
Q.3 1. 2. 3. 4.	Objectives Types of T BIS and A	of Pre-shipment Finance Cariff and Non Tariff barriers GMARK Certification e of Branding		(10)
<b>Q.4</b> 1.	ISO 9000 is the norm a a) Nationa	elect the Correct Alternatives (Attempt Any Ten) SO 9000 is a series ofstandards that have been accepted worldwide as a norm assuring high quality of goods. National c) Regional International d) Local		
2.	'APEDA' a) Agricult b) Chemic		c) Industrial d) Pharmaceut	
3.	*	is responsible for the promotion	*	

4.	Ethnocentrism can simply be defined as:			
	a) Developing a simple diverse strategy for new markets	c) Develop different strategy for different countries		
	b) Use everywhere the same strategy as at home.	d) None		
5.				
	a) Industrial	c) Aquatic		
	b) Agricultural	d) Handicraft		
6.	A strongis invaluable as the battle for customers intensifies day by			
	a) Price	c) Place		
	b) Brand	d) Physical evidence		
7.	. The acronym 'STC' stands for			
	a) State Trading Corporation	c) State Transport Corporation		
	b) State Tourist Corporation	d) None		
8.	'EXIM' Bank stands for			
	a) External –Internal Bank	c) Exchange –Interchange Bank		
	b) Export-Import Bank	d) External –International Bank		
9.	The acronym 'GATT' stands for			
	a) General Arrangement on Tariffs and Trade	c) General Agreement on Tariffs and Trade		
	b) General Approval on Tariffs and Trade	d) None		
10.	Ancertificate provides proof that what you are shipping is, in fact , what the customer ordered , and is also of good quality.			
	a) Introduction	c) Internal		
	b) Inspection	d) International		
11.	11. A company faces several major decisions in international marketing. The face decisions is often:			
	a) deciding whether to go international	c) deciding which markets to enter		
	b) deciding how to enter markets	d) deciding which products to export		
12.	'ECGC' stands for Export Guarantee Corporation of India limited.			
	a) Credit	c) Cooperative		
	b) Currency	d) Collection		

2/2