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MASTER OF COMMERCE (M.COM.)
EXAMINATION : DECEMBER - 2022
THIRD SEMESTER

Sub: International Marketing (MCM-311)

Date: 7/12/2022

Total marks: 100

Time: 2.00 pm to 5.00 pm

Instruction: All questions are compulsory.

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

1. Elaborate the role and functions of World Trade Organization.(WTO)
2. Define International Marketing. Explain how the International Marketing is beneficial to the individual firm?
3. Discuss the activities & functions of EXIM Bank.
4. Elaborate the steps in New Product Development Process.

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

1. What is the importance of FEMA in context of Indian Banks?
2. What are the functions of Export promotional council?
3. Discuss the merits and demerits of Direct Exports.
4. Describe various activities of EXIM Bank.
5. Explain the merits and demerits of Indirect Exports.

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

1. Key functions of MPEDA
2. Characteristics of Marine Insurance
3. Importance of international marketing for national economy.
4. Principles of GATT
5. Indian Institute of Foreign Trade
6. Objectives of Packaging

Q.4A. Answer in one Sentence (Attempt any five) (10)

1. Define Indirect Exports.
2. Define International Marketing
3. What is Marine Insurance?
4. Write the full form of GATT.
5. What is the full form of MPEDA?
6. Write the full form of APEDA.
7. State the full form of EXIM Bank.

Q.4B. Select the correct Alternatives (Attempt any ten) (10)

1. _____ assistance is extended by banks to the exporters at the Pre-shipment and Post-shipment stages.
 - a) Legal
 - b) Credit
 - c) Marketing
 - d) Financial

2. There are over _____ regional agreements between countries granting preferential access to each other's markets.
 - a) 120
 - b) 100
 - c) 60
 - d) 80
3. 'NPD' Process is termed as _____ Process.
 - a) New Project Development
 - b) New Product Development
 - c) New Promotion Development
 - d) New Procurement Development
4. -----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
5. -----purchase products in their own right and resell it in their local markets to wholesalers, retailers or both.
 - a. Exporting distributors
 - b. Importing distributors
 - c. Exporter
 - d. Export Trading Company
6. 'APEDA' in India deals with exports of -----products.
 - a) Agricultural
 - b) Chemicals
 - c) Industrial
 - d) Pharmaceutical
7. 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
8. GATT was formed in ----- year.
 - a) 1947
 - b) 1948
 - c) 1945
 - d) 1995
9. The GATT was replaced by -----
 - a. UNO
 - b. UNESCO
 - c. WTO
 - d. OPEC
10. Credit insurance covers the risk of _____ of trade debts.
 - a) Transfer
 - b) Requirement
 - c) Payment
 - d) Non-payment
11. A group of related products manufactured by a single company is termed as -----
 - a. Product simplification
 - b. Product extension
 - c. Product line
 - d. None
12. If you are exporting an agricultural product, such as nuts, fruits, seeds, grains and vegetables, you will need a _____ inspection certificate.
 - a) Health
 - b) Quality and Condition
 - c) Export
 - d) Phytosanitary