

TILAK MAHARASHTRA VIDYAPEETH, PUNE
MASTER OF COMMERCE (M.COM.)
EXAMINATION : MAY - 2023
THIRD SEMESTER
Sub: International Marketing (MCM-311)

Date: 30/05/2023

Total marks: 100

Time: 02.00 pm to 05.00 pm

Instruction: All questions are compulsory.

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

1. Discuss how the development of New Product takes place by highlighting various steps in New Product Development Process.
2. Discuss the activities & functions of EXIM Bank.
3. What do you mean by APEDA? Discuss its vital functions. State examples of a few products monitored by APEDA.
4. Explain international marketing environment with examples.

Q2 Answer the following questions. (Attempt any three) (30)

1. Write advantages of Indirect Exports
2. What are GATT and WTO?
3. What are the functions of Export promotional council?
4. International Marketing Environmental factors.
5. What is Credit Insurance? Explain its benefit.

Q3 Write short notes. (Attempt any four) (20)

1. Importance of international marketing for national economy.
2. Direct Exports
3. Objectives of Packaging
4. Functions of Branding
5. Characteristics of Marine Insurance
6. Promotional Strategies for International Marketing

Q4A. Answer in one Sentence (Any 5) (10)

1. Write one type of Indirect Exports
2. Write one functions of Export Promotion Councils (EPCs)
3. Define Packaging
4. Write full form of GATT

5. Write Full Form of WTO
6. Define EXIM Bank
7. Define Indirect Exports

Q4B. Select the correct Alternatives (Attempt any Ten)

(10)

1. 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
2. All exporters face ----- risk on a daily basis
 - a. Political
 - b. Legal
 - c. Exchange Rate
 - d. Culture
3. -----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
4. The rapid progress of----- countries in the industrial field is mainly due to their exports.
 - a. All
 - b. underdeveloped
 - c. small
 - d. developed
5. Selling goods to overseas market through intermediaries is known as _____.
 - a) Imports
 - b) Indirect exports
 - c) Direct exports
 - d) Indirect imports
6. The GATT was replaced by -----
 - a. UNO
 - b. UNESCO
 - c. WTO
 - d. OPEC
7. A -----is an event where exhibitors offer their products to visitors under the regime of an organizer.
 - a. Trade show
 - b. Trade Conference
 - c. Trade Meeting
 - d. Trade Link
8. MPEDA stands for -----
 - a. The Marine Production Export Development Authority
 - b. The Marine Products Export Development Authority
 - c. The Marine Producers Export Development Authority
 - d. None
9. Idea for new products can be obtained from basic research using _____.
 - a) SWOT analysis
 - b) PEST analysis

