

**TILAK MAHARASHTRA VIDYAPEETH, PUNE**

**MASTER OF COMMERCE (M.COM.)**

**EXAMINATION : DECEMBER - 2023**

**THIRD SEMESTER**

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

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**Date: 07/12/2023**

**Total marks: 100**

**Time: 2.00 pm to 5.00 pm**

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**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. “There are various types of risks involved in the export business” Explain the different types of risks in the exports.
3. Describe the significance of International Marketing for a business enterprise.
4. Explain the key documents (master documents) required for exporting the goods from India.

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

1. Discuss the functions of Export Promotion Council (EPC).
2. Briefly explain the different types of promotional strategies in International Marketing.
3. What do you mean by Tariff and Non Tariff barriers? Explain in brief.
4. Explain the decision criteria for entering into foreign market.
5. Explain and brief the Standardization and Adaptation product policies in International Marketing.

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

1. Key functions of “ The Agricultural and Processed Food Product Export Development Authority” (APEDA)
2. Key functions of Packaging
3. BIS and Agmark Certification
4. Importance of Marine Insurance in International Marketing
5. Role of EXIM Bank
6. Advantages of Indirect Exports

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

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

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

1. ‘APEDA’ in India deals with exports of -----products.
  - a) Agricultural
  - b) Chemicals
  - c) Industrial
  - d) Pharmaceutical
2. -----works the best if the volumes are small.
  - a) Indirect Export
  - b) Both a) and b)
  - c) Direct Export
  - d) None

3. 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
4. ----- is one of the core functions of EXIM Bank.
  - a) Renting
  - b) Lending
  - c) Hiring
  - d) Procuring
5. The acronym 'GATT' stands for -----
  - a) General Arrangement on Tariffs and Trade
  - b) General Approval on Tariffs and Trade
  - c) General Agreement on Tariffs and Trade
  - d) None
6. Quota is an example of ----- barriers.
  - a) Tariff
  - b) Duty
  - c) Non- Tariff
  - d) None
7. Ultimately 'GATT' was replaced by the ..... on 1st Jan 1995.
  - a) WHO
  - b) WTO
  - c) IMF
  - d) World Bank
8. International Marketers that handle their own exports are engaged in ----- .
  - a) Indirect Exporting
  - b) Direct Exporting
  - c) Franchising
  - d) None
9. 'ECGC' stands for Export ----- Guarantee Corporation of India limited.
  - a) Credit
  - b) Currency
  - c) Cooperative
  - d) Collection
10. In-Process Quality Control ( IPQC) inspection is mainly done for -----
  - a) Engineering Products
  - b) Agricultural Produce
  - c) Marine Produce
  - d) None
11. The acronym 'STC' stands for -----
  - a) State Trading Corporation
  - b) State Tourist Corporation
  - c) State Transport Corporation
  - d) None
12. Export financing by banks is classified into two broad types, Pre-Shipment Finance and -----
  - a) Lateral Finance
  - b) Secondary Finance
  - c) Primary Finance
  - d) Post -Shipment Finance