External (100) 2020-21 till 2022-23

## TILAK MAHARASHTRA VIDYAPEETH, PUNE MASTER OF COMMERCE (M.COM.) EXAMINATION : MAY- 2024 THIRD SEMESTER

Sub: International Marketing (MCM-311)

3/05/2024	Total marks: 100	Time: 2.00pm to 5.00pm
tion: All questions ar	e compulsory.	
Answer the following	ng questions. (Attempt any two)	(3)
Discuss the activities	& functions of EXIM Bank.	
What are the function	ns of Export promotional council?	
Explain in brief any Discuss the merits an What is the importan Explain the decision	two types of risks involved in Expo ad demerits of Direct Exports. Ice of FEMA in context of Indian E criteria for entering into foreign ma	orts. Banks? arket.
Characteristics of Ma Indian Institute of Fo BIS and AGMARK Role of Export Inspe Principles of GATT Objectives of Pre-sh	arine Insurance oreign Trade Certification ction Council	(4)
	Answer the followin Discuss the activities Elaborate the steps in What are the function Define International individual firm? Answer the followin Explain in brief any Discuss the merits an What is the important Explain the decision Explain the decision Explain in brief the k Write short notes. ( Characteristics of Ma Indian Institute of Fo BIS and AGMARK of Role of Export Inspe Principles of GATT Objectives of Pre-shi	<ul> <li>tion: All questions are compulsory.</li> <li>Answer the following questions. (Attempt any two)</li> <li>Discuss the activities &amp; functions of EXIM Bank.</li> <li>Elaborate the steps in New Product Development Proce</li> <li>What are the functions of Export promotional council?</li> <li>Define International Marketing. Explain how the Intern individual firm?</li> <li>Answer the following questions. (Attempt any three)</li> <li>Explain in brief any two types of risks involved in Expo</li> <li>Discuss the merits and demerits of Direct Exports.</li> <li>What is the importance of FEMA in context of Indian Explain the decision criteria for entering into foreign m Explain in brief the key functions of World Trade Orga</li> <li>Write short notes. (Attempt any five)</li> <li>Characteristics of Marine Insurance</li> <li>Indian Institute of Foreign Trade</li> <li>BIS and AGMARK Certification</li> <li>Role of Export Inspection Council</li> <li>Principles of GATT</li> <li>Objectives of Pre-shipment Finance</li> </ul>