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MASTER OF COMMERCE (M.COM.)
EXAMINATION : MAY- 2024
THIRD SEMESTER
Sub: International Marketing (MCM-311)

Date: 23/05/2024

Total marks: 100

Time: 2.00pm to 5.00pm

Instruction: All questions are compulsory.

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

1. Discuss the activities & functions of EXIM Bank.
2. Elaborate the steps in New Product Development Process.
3. What are the functions of Export promotional council?
4. Define International Marketing. Explain how the International Marketing is beneficial to the individual firm?

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

1. Explain in brief any two types of risks involved in Exports.
2. Discuss the merits and demerits of Direct Exports.
3. What is the importance of FEMA in context of Indian Banks?
4. Explain the decision criteria for entering into foreign market.
5. Explain in brief the key functions of World Trade Organization. (WTO)

Q.3 Write short notes. (Attempt any five) (40)

1. Characteristics of Marine Insurance
 2. Indian Institute of Foreign Trade
 3. BIS and AGMARK Certification
 4. Role of Export Inspection Council
 5. Principles of GATT
 6. Objectives of Pre-shipment Finance
 7. Functions of WTO
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