

Seat
No.

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आभास - 074

307 - SPECIALIZATION - IV 437 E
International Business Management
(International Marketing Management)

P. Pages : 1

Time : Three Hours

Max. Marks : 60

Instructions to Candidates :

1. Do not write anything on question paper except Seat No.
2. Answersheet should be written with blue ink only. Graph or diagram should be drawn with the same pen being used for writing paper or black HB pencil.
3. Students should note, no supplement will be provided.
4. All questions carry equal marks.
5. Attempt **any three** questions from Section - I and **any two** from Section - II.
6. Answers to both sections shall be written in the same answer book.

SECTION - I

1. Review the expansion and Growing Attractiveness towards International markets of Businessmen and State the scope of Marketing Indian Products abroad. **12**
2. Describe with examples the International Marketing Environment & how does this Environment contribute to Market Orientation. **12**
3. Discuss in detail how will you plan a product for an global market. **12**
4. Describe Briefly the major Pricing Methods used in an International Markets. **12**
5. Elaborate the role of Export Promotion Organizations and Trade fairs & Exhibitions in International Promotions. **12**

SECTION - II

6. Explain the International Channels policy & what are the types of channel in International Business. **12**
7. Which are the general Export procedure and what are the Documents used in Export Procedures. **12**
8. Write short notes **any two**. **12**
 - i) Exit Policy.
 - ii) International logistics decisions & Management.
 - iii) International Marketing communication.
