

MAY 2012

**P/ID 77516/PMBS/  
PMB1S**

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Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

All questions carry equal marks.

1. Explain pre-export behaviour.
2. What is STC?
3. List out the benefits of market research.
4. What are the functions of MIGA?
5. Define international PLC.
6. What is Dry ports?
7. List out the different letters of credit.
8. What is market entry decision?

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

All questions carry equal marks.

9. Discuss in detail factors influencing international marketing.
10. Explain in detail recent trends in India's Foreign Trade.
11. Write short notes on :
  - (a) MMTC
  - (b) CARICOM
  - (c) SEZ.
12. What is the role of International chamber of commerce in solving Trade disputes?
13. Define and differentiate balance of trade and balance of payment.
14. What are the role and functions of export promotion councils?
15. List out the different steps in market entry decision.
16. What is marketing information system, list out its role in international marketing research?

2      **P/ID 77516/PMBS/  
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PART C — (1 × 20 = 20 marks)

(Compulsory)

17. Case Study :

An health drink company exclusively for children is very much successful. The company as a next step planned to enter western market. The company used the same product, pricing strategies, advertising and distribution strategy. In a year's time the sales did not pick up. Now the sales manager wants to identify the reasons for the failure. As a consultant how do you proceed.

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3      **P/ID 77516/PMBS/  
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