

MAY 2014

P/ID 77810/PMSN5

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. Differentiate international marketing with domestic marketing.
2. Briefly explain the methodology to be adopted for marketing research.
3. What are the main objective of GATT.
4. Bring the importance of special economic zones.
5. Explain the role of state trading agencies foreign trade.
6. Explain the basic objectives of export promotion council.
7. Write a short note on ASEAN.
8. Explain the advantages of international marketing.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Discuss the controllable and uncontrollable factors in international marketing.
10. Explain the various stages of international product life cycle in detail.
11. Explain the role of MIGA in international marketing.
12. Highlight the recent trends in India foreign trade.
13. Discuss about the export – import policy of India in detail.
14. Bring the importance of marine insurance in a international trading.
15. Explain the various pricing strategies to be followed in export marketing.
16. Explain the importance of balance of trade and balance of payment in international marketing.

PART C — (1 × 2 = 20 marks)

Compulsory.

17. As a newly appointed export manager in a cosmetic manufacturing company you have been asked to visit Oman and Saudi Arabia. Evaluate the impact culture on your business plans.
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