

MAY 2015

**P/ID 77810/PMSN5**

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Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. What are the importance of International marketing?
2. Explain briefly the International Research Strategy.
3. What are the importance of NAFTA? Briefly explain.
4. Explain the role of clearing and forwarding Agents.
5. Explain the different modes of payment in International marketing.
6. Bring out the role of MNE's in International trade.
7. Write a short note CACM.
8. Differentiate Desk Research with field Research.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Discuss the difficulties in International marketing.
10. Explain the various factors to be considered while fixing the price for an Export trading.
11. Elucidate the role of Indian Council of Arbitration in solving trade disputes.
12. Highlight the importance of port formalities and custom clearance in Exporting the goods.
13. Explain the role and functions of Export Promotion Councils.
14. Explain the functions of EXIM Bank in international marketing.
15. Explain the various stages in International Product Life Style.
16. Discuss the controllable and uncontrollable factors in International Marketing.

PART C — (1 × 20 = 20 marks)

Compulsory.

17. Suggest a frame work for preparing a marketing plan for export of processed food to the U.K. and the U.S.A.