

MAY 2016

**P/ID 77516/PMBS/
PMB1S/MBN5B**

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. Explain the risk and challenges of export and import.
2. Identify the controllable and uncontrollable factors in international marketing.
3. How a international market is segmented?
4. Develop a suitable market research plan to understand the feasibility of packed juices in international market.
5. What are the essential elements in creating and executing international sales contract?
6. Write short note on “Dry ports”.
7. Explain the role of marine insurance in overseas marketing.
8. Identify the risks involved in executing export order.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Discuss the various modes of international market entry strategies.
10. Explain the application and practices of market information system in International marketing.
11. Explain the contributions of European Union and European Free Trade Area (ETTA) in International trade.
12. Discuss the scope and functions of trading corporation like State Trading Corporation (STC) and (MMTC) Mineral and Metal Trade Corporation.
13. “Containers and liners have become a essential supportive activities for export” – Discuss.
14. Brief explain the world trade market and India’s contribution towards global economy.
15. Comment on export import policies of India.
16. Explain the functions of export promotional councils.

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PART C — (1 × 20 = 20 marks)

Compulsory.

17. (a) Trace out the technology influences in international trade. (10)
- (b) Explain the following concepts in International trade :
- (i) Containerisation
 - (ii) Joint ventures.
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