

MAY 2011

P/ID 6017/MBT

Time : Three hours

Maximum : 80 marks

PART A — (8 × 5 = 40 marks)

Answer any EIGHT questions.

All questions carry equal marks.

1. 'Exports need motivation Justify.
2. Distinguish between international marketing and domestic marketing.
3. Explain the pre-export behaviour of an organization desirous to export goods and services.
4. Describe the method of creating and monitoring marketing information system by an international marketer.
5. Bring to light international marketing research strategies.
6. 'Competitive intelligence facilitates the formulation of marketing research strategy'. How?
7. In what way international sales contract protect the interest of both exporters and importers?
8. Justify the need for international trade liberalization.

9. What is counter trade? What are its implications?
10. How export finance can be availed?
11. Evaluate the role of Export Credit Guarantee Corporation.
12. Explain the issues to be sorted out to gain custom's clearance in foreign trade.

PART B — (4 × 10 = 40 marks)

Answer any FOUR questions.

All questions carry equal marks.

13. Explain special difficulties in international marketing.
14. Your health drink is popular in India. You want to make it as a global brand. In order to ascertain the global market potentials, your management is constituting a team for which you are the team leader. How would you proceed with the task assigned to you?
15. Discuss the recent trends in India's foreign trade.
16. 'While encouraging exports, the Government of India is not discouraging imports'. Amplify.
17. Explain the factors influencing international marketing decisions.
18. Give an account of export-import policy of India.