

MAY 2012

**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. Give the framework of international marketing.
2. 'Transition from domestic business to international business is out of necessity'. Justify.
3. Explain the pre-export behaviour of Indian traders.
4. How international marketers overcome the difficulties they encounter in the execution phase?
5. State the Controllable factors of international marketing environment.
6. What the international marketing decisions aim at? How these decisions are taken?

7. Explain the functions of marketing information system.
8. Evaluate the role of marketing research in competitive intelligence.
9. What is international trade liberalisation? What are its objectives?
10. “The scope for world trade in services is ever growing”. Substantiate.
11. Explain the objectives and functions of ECGC.
12. Emphasise quality control and pre-shipment inspection in international trade.

PART B — (4 × 10 = 40 marks)

Answer any FOUR questions.

All questions carry equal marks.

13. Distinguish between international marketing and domestic marketing.
14. Bring to light the international marketing environment from the point of view of an Indian business man.

15. Narrate an appropriate methodology for marketing research to be undertaken by an international marketer.
  16. Evaluate the role of the UNCTAD in the promotion of international trade.
  17. Describe the recent trends in India's foreign trade.
  18. Discuss India's export-import policy.
-