

Course Code:2PGDMM4
Course: International Marketing
Credit5
Last Submission Date: April 30 (for July session)
October 31, (for January Session)

Max. Marks:-30
Min. Marks:-12

Note:-attempt all questions.

- Que.1 What are the various points that you would consider before entering the foreign Market? Explain in detail
- Que.2 Briefly explain all those environmental factors which influences international Marketing decisions.
- Que.3 What do you mean by international pricing strategy? Explain each in detail.
- Que.4 Briefly explain the various factors that affect the promotion decision in world Markets.
- Que.5 Discuss the salient features in the export promotion capital scheme brought in the FTP.
- Que.6 “The world is not globalising it is regionalising”. Critically evaluate the statement.
- Que.7 Briefly explain the advantages and disadvantage of RTAs to a nation.
- Que.8 what do you understand by market research. Is there any difference between marketing and market research ? Discuss the need of market research.
- Que.9 Discuss the various steps involved in planning the market research survey.
- Que.10 Write short notes on:-
- (1) International distribution channels
 - (2) Export procedure and documentation