

Time: 3 hours  
Marks: 60

**Answer any FIVE Questions**  
**All Questions carry equal marks**  
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1. Distinguish between international marketing and domestic marketing.
2. Discuss the benefits of scanning international market environment.
3. Marketing in third world countries-Discuss?
4. What role does indirect exporting plays in international marketing?
5. What are the characteristics of an international brand name?
6. Discuss customs-privileged facilities. How are they used?
7. Identify some of the environmental constraints on global pricing decisions?
8. Discuss the role of following documents and explain their significance from the importer's view point:
  - (a) Commercial Invoice
  - (b) Packing List
  - (c) Insurance Policy/Certificate
  - (d) Bill of Exchange
  - (e) GR form.

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