

# 2007 PUNJAB TECHNICAL UNIVERSITY M.B.A

## M.B.A. (SEMESTER – 3TH / 4TH) INTERNATIONAL MARKETING

Time : 03 Hours  
Maximum Marks : 75

### Instruction to Candidates:

- 1) Section - A is compulsory.
- 2) Attempt any Nine questions from Section - B.

### Section - A

Q1) (15 x 2 = 30)

- a) Scope of International marketing.
- b) Organisation of an export department.
- c) Why are export incentives given to exporters?
- d) What are problems faced in international marketing?
- e) Write any three differences between domestic and international marketing.
- f) Write a note on Non Tarrif barrier restrictions.
- g) Write a note on European Economic Community.
- h) What is shipping Bill?
- i) Difference between Export House and Trading House.
- j) What do you mean by Multilateral Trade Agreement?
- k) What is Commercial Invoice?
- l) What is Packing list?
- m) Explain product development strategy in international business.
- n) State the factors which influence package designing.
- o) Write the Non pricing factors in pricing decisions.

### Section - B

(9 x 5 = 45)

- Q2) What are the various ways of tapping foreign markets.
- Q3) What are Export Promotion Councils. Discuss their role.
- Q4) Explain the procedure for registration as an exporter.
- Q5) Briefly discuss the effect of Exim Policy of India on exports.
- Q6) What are various export incentives. Discuss briefly.
- Q7) Explain documentation procedure for exports.
- Q8) Explain the various sources of finance available for export credit.
- Q9) Explain the organization structure of an export house.
- Q10) Explain the factors which influence pricing decision in International Marketing.
- Q11) What are the various promotional tools available for exports.
- Q12) Explain the purpose and procedure for conducting International Market Research.
- Q13) Explain the concept of Product Life Cycle in International Marketing.