

Answer five full questions Answer to question # 8 is compulsory.

1 (a) What points we have to consider while drawing up a logistics plan?

Briefly state them. (3 Marks)

(b) Do you think it is advantageous to have agents in foreign market? Do the advantages outweigh the disadvantages? Justify your response. (7 Marks)

(c) Give a brief description of the factors affecting channel decision in international markets. (10 Marks)

2 (a) What do you understand by generic promotion in international marketing? (3 Marks)

(b) Compare surface transport with air transport on the basis of cost elements. Under what conditions air transport is preferred over surface transport? (7 Marks)

(c) Contrast domestic advertising with international advertising. (10 Marks)

3 (a) Briefly explain what is meant by multicultural research? (3 Marks)

(b) How does international marketing differs from domestic marketing? Explain. (7 Marks)

(c) Write a detailed note on the usefulness and selection of a trade fair as promotional tool in international marketing. (10 Marks)

4 (a) Briefly explain the country-of-origin effect (COE) on the market's perception of the product. (3 Marks)

(b) What is a bill of lading? What purposes does it serve? Is it a negotiable instrument? (7 Marks)

(c) Discuss the impact of international trade on the economic development of India. Enumerate the various factors that still retard the growth of international trade in India. (10 Marks)

5 (a) What do you understand by Self Reference Criterion (SRC)? (3 Marks)

(b) Debate the issue of global versus adapted products for the international markets. (7 Marks)

(c) Describe briefly the main channels of distribution used in export markets. Which one would you recommend for the product of a small manufacturer and why? (10 Marks)

6 (a) Distinguish between balance of trade and balance of payments (3 Marks)

(b) How does the ECGC help the exporters in obtaining the finance? Discuss. (7 Marks)

(c) Discuss various payment terms in international marketing. (10 Marks)

7 (a) Write a brief note on 'Dumping'. (3 Marks)

(b) What do you mean by exchange control? Describe the objectives of exchange control. (7 Marks)

(c) Discuss the breadth and scope of international marketing research. Why is international marketing research generally broader in scope than domestic marketing research? (10 Marks)

8 Case Study (20 Marks)