



PAV-014-0031004 Seat No. _____

**M. P. M. (Sem. X) (CBCS) (W.E.F. 2014-15 & 2015-16)
Examination**

**August / September - 2020
International Marketing**

**Faculty Code : 014
Subject Code : 0031004**

Time : 3 Hours]

[Total Marks : 80

- Instructions :** (1) Attempt three questions from each section.
(2) Questions 1 and 5 are compulsory.
(3) Figure to the right indicates full marks for the respective question.
(4) Draw neat and clean diagram when required.

SECTION-I

- 1 Answer the following questions : (Any Seven) 14**
- (1) What is Price in marketing?
 - (2) Give full form of GATT.
 - (3) Describe International Marketing.
 - (4) Explain the term Advertisement.
 - (5) Discuss Sales Promotion with example.
 - (6) What is Target Market?
 - (7) Explain the meaning Export and Re-export.
 - (8) Write full form of EPRG.
 - (9) Describe Product Differentiation with suitable example.
 - (10) What is Dumping?
- 2 Answer the following questions :**
- (1) Explain Significance of International Marketing 7
from Consumer and Economic point of view.
 - (2) Differentiate between Domestic Trade and International 6
Trade.

- 3** Answer the following questions :
- (1) What is EPRG Frame work? Discuss in detail. **7**
 - (2) Discuss various Documents used in International Trade. **6**
- 4** Answer the following questions :
- (1) Explain the various stages in Consumer Adoption Process. **7**
 - (2) Write a note on: World Trade Organization. **6**
- SECTION-II**
- 5** Answer the following questions : (Any **Two**) **14**
- (1) Discuss in detail: New Product Development Process.
 - (2) What is Diffusion of Innovation? Discuss Diffusion Innovation Model.
 - (3) Discuss various Elements of Promotion Mix with suitable examples.
- 6** Answer the following questions :
- (1) Discuss various Pricing strategies which can be used in International Business. **7**
 - (2) Write a detail note on: Regional Trade Agreement with its advantages **6**
- 7** Answer the following questions :
- (1) Write International Trade theories : **7**
 - (a) Theory of Mercantilism
 - (b) Theory of Absolute Advantage.
 - (2) Explain various channels of distribution can be used by companies while going for International Business. **6**
- 8** Answer the following questions :
- (1) Discuss the PESTEL analysis with reference to scanning International Business Environment. **7**
 - (2) Write a short note on : **6**
 - (a) Transfer Pricing
 - (b) Dumping.