

ENGLISH VERSION

- 1 State political and legal environment's influence on international 20
decisions.

OR

- 1 Explain the following :
- (a) Explain the scope of international marketing. 10
 - (b) State the process of international marketing management. 10
- 2 Explain the factors affecting to international price determination 20
in detail.

OR

- 2 Explain the following :
- (a) New product development process. 10
 - (b) Explain the new product packaging and labelling. 10
- 3 Write note on :
- (a) Management of overseas agents. 7
 - (b) Distribution channel strategy. 8

OR

- 3 State role and functions of international distribution channels. 15
- 4 What is sales promotion strategy ? Explain various sales 15
promotion strategies in detail.

OR

- 4 Write note on :
- (a) Various marketing promotional tools and planning. 8
 - (b) Communications across countries. 7
