

INTERNATIONAL MARKETING

B. Com. III

M. Marks : 100

Time : 3 Hrs.

Note: Ten Questions shall be set in the question paper covering the whole syllabus. The candidates will be required to attempt any five questions.

International Marketing : Nature, Definition, and Scope of International marketing, Domestic Marketing vs. International Marketing, International Marketing Environment Economic Cultural, Political & Legal Environment.

Identifying and Selecting Foreign Markets: Foreign Market entry mode decisions.

Product Planning for International Market : Product designing, standardization vs. adoption; Branding, and packaging; Labeling and quality issues; After sales services.

International Pricing : Factors influencing international price; Pricing process and methods, International price quotation and payment terms.

Promotion of Product/services Abroad : Methods of international promotion; direct mail and sales literature; advertising; personal selling; trade fairs and exhibitions.

International Distribution: Distribution channels and logistics decisions; selection and appointment of foreign sales agents.

Planning, organising and controlling of International Marketing; Exim policy-an overview Trends in India's foreign trade.