

Revision Paper (2021-22)

Class-B.Com-III

Subject: International Marketing

Paper- BC-306 (ii)

Time: 3 Hours

Maximum Marks: 80

Note: Attempt five questions in all, selecting at least one question from each unit but not more than two questions from any unit. All questions carry equal marks.

UNIT-I

1. What do you mean by international marketing? Explain the difference between domestic marketing and international marketing
2. What do you mean by international marketing environment? Explain the various factors that affect international marketing.
3. What are the various modes of entering into foreign markets? Explain in detail.

UNIT-II

4. What do you mean by product planning? What are the various factors favouring standardization of products in international marketing?
5. What do you mean by global brand? Explain the essential features/qualities of good brand in international marketing.
6. What are the various factors which influence pricing in international marketing? Explain in detail.
7. What do you mean by payment in international marketing? Explain various methods of payment in international marketing.

UNIT-III

8. What is personal selling? Explain the various steps involved in process of personal selling in international marketing.
9. What do you understand by distribution channel? Throw light on factors affecting choice of channel of distribution in international marketing.
10. What factors should be taken into consideration while appointing a foreign sales agent? Discuss