

FACULTY OF COMMERCE**B.Com. V – Semester (CBCS) Examination, November / December 2019****(Only for Foreign Trade Courses)****Subject: Marketing and Advertising for International Business****Paper Code – BC – 506****Time: 3 Hours****Max.Marks: 80 PART – A (5x4 = 20 Marks)****[Short Answer Type]****Note: Answer any five of the following questions.**

- 1 Define International Marketing
- 2 International Economic Environment
- 3 Marketing Information System
- 4 Nature of Advertising
- 5 Pricing Policies
- 6 International Distribution Channels
- 7 Global Markets
- 8 Selection of International Markets

PART – B (5x12 = 60 Marks)**[Essay Answer Type]****Note: Answer all the questions.**

- 9 a) What is the role of International Marketing?
OR
b) 'International Marketing is different from marketing at local markets. It requires more involvement and efforts' – Explain.
- 10 a) Bring out the influence of political environment on marketing in International Markets.
OR
b) 'Screening and selection of markets is important in getting success in International Markets' – Discuss.
- 11 a) What are the various approaches to Marketing Research?
OR
b) How do you build Marketing Information System for International Markets?
- 12 a) Explain the challenges and complexities in International Advertising.
OR
b) How do you advertise Indian products abroad? Illustrate.
- 13 a) Explain various types of International Pricing.
OR
b) How do you select and manage the overseas agents?
