

(FOR THE CANDIDATES ADMITTED
DURING THE ACADEMIC YEAR 2022 ONLY)

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22 UIB 204

REG.NO

NGM COLLEGE (AUTONOMOUS) POLLACHI

END-OF-SEMESTER EXAMINATIONS: MAY- 2023

B.Com – International Business

MAXIMUM MARKS: 50

II SEMESTER

TIME: 3 HOURS

PART - III

EXPORT MARKETING

SECTION – A

(10 X 1 = 10 MARKS)

ANSWER THE FOLLOWING QUESTIONS.

(K1)

1. Aggressive Export Marketing is necessitated due to _____
(a) Globalisation (b) Increased competition
(c) Increased production (d) International relations
2. The term “Entry Port Trade” means _____
(a) Export Trade (b) Costal Trade
(c) Import Trade (d) Importing the goods for exporting
3. At which stage in the International Trade Cycle does a country usually import foreign goods?
(a) Introduction stage (b) Growth stage
(c) Maturity stage (d) Saturation stage
4. In which of the following system seller bears the whole expenditure _____
(a) EXW (b) FOB (c) CIF (d) CIP
5. The most generic name to describe corporations operating around the world is _____
(a) TNC (b) MNE
(c) MNC (d) Global Corporation

ANSWER THE FOLLOWING IN ONE (OR) TWO SENTENCES

(K2)

6. Why do firms prefer export?
7. What are ITC (HS) codes?
8. What do you understood by Trade Blocks?
9. What is meant by marginal cost pricing?
10. Mention any two core activities of Coffee Board

SECTION – B (5 X 3 = 15 MARKS)

**ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS.
(Qn. No. 11 to 15 Questions for Short Answers with internal choices) (K3)**

11. a) What are the features of export marketing?
(OR)
b) What are the challenges to Indian exports?
12. a) How do non-tariff barriers impact trade?
(OR)
b) Outline the major objectives of international marketing
13. a) Why is marketing research important in this age of globalization?
(OR)
b) How do you introduce a new product to the international market?
14. a) How do you prepare a Quotation for an export market?
(OR)
b) Why does the Price of the Same Product differ in International and Home Markets?
15. a) What are the objectives of Commodity Boards
(OR)
b) Explain the role of Federation of Indian Export Organizations.

SECTION – C (5 X 5 = 25 MARKS)

**ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS.
(K4 (Or) K5)**

16. a) Distinguish between Domestic Marketing and Export Marketing
(OR)
b) Discuss the role of International Marketing in economic development of a country.
17. a) What are trade barriers? Explain them in detail with examples from the Indian Scenario.
(OR)
b) Explain WTO's role in liberalization of global trade in goods and services.
18. a) Discuss the criteria for market entry decisions and factors affecting the selection of entry mode.
(OR)
b) Elaborate various 'Product Strategies' for International Markets.
19. a) Discuss various factors affecting 'International Pricing'.
(OR)
b) Explain the different methods of pricing in international marketing
20. a) Elaborate the various organisations that have been set up in the country by the government for promoting country's foreign trade.
(OR)
b) Describe the functions of export promotion councils.