

Sy. BMS. IV the Sem.

**FAAA**

TIME : 2 HRS.

International Marketing.

MARKS : ..

ATKT

- N.B. : 1) Answer any THREE questions from each section.  
2) Answer both the sections separately.
- 

**SECTION – I**

- Q. 1) What do you mean by International Marketing ? Explain its features.
- Q. 2) What are trade barriers ? Explain different types of tariff barriers.
- Q. 3) Explain the slogan "Globalise or Perish" in the context of the new millennium.
- Q. 4) "The Comparative Advantage Theory by David Ricardo has been an improvement over the Absolute Advantage Theory." Explain.
- Q. 5) How International Marketing is different from Domestic Marketing ? Explain with the help of a suitable case.

**SECTION – II**

- Q. 1) What are the different entry strategies to International Markets ? (10)
- Q. 2) What is International Marketing ? How is it different than Domestic Marketing ? (10)
- Q. 3) Discuss in detail International Marketing Communication Process. (10)
- Q. 4) Write Short Notes : Any TWO :
- A) Multinational Market Group (5)
- B) Joint Ventures (5)
- C) Transferability of Advertisements (5)

\* \* \* \* \*