

Note: 1) Solve any 3 questions from Section - I
2) All questions carry equal marks.

SECTION - I

- Q.1** Explain how political environment has an impact on International marketing ? 10
- Q.2** Discuss Indias commitment to WTO. 10
- Q.3** Write short notes on any 2 of the following : 10
- a) ASEAN
- b) NAFTA
- c) SAARC
- Q.4** Explain the different staged of market development. 10
- Q.5** Discuss in details the product life cycle theory. 10

SECTION - II**(All Questions are Compulsory)**

- Q.1** Write advantages and disadvantages of MMC's in India. 10

OR

- Q.1** Write a short notes (any two) 10
- a) strategic position
- b) Market skimming
- c) Gray Market goods.

- Q.2** Explain different product strategies for international marketing. 10

OR

- Q.2** Write a short note (any two) 10
- a) Personal Selling
- b) Sales Promotion
- c) Direct Marketing

- Q.3** What is international advertising and explain it's significance ?
How will you select an advertising agency ? 10

OR

- Q.3** Write a short note (any two) 10
- a) EXIM Bank
- b) Alternative pricing policies.
- c) Location for new product development.