

Note: 1) Attempt any FIVE questions
 2) All questions carry 20 marks

- Q. 1 Define international marketing. Discuss the various factors affecting international marketing. (20)
- Q. 2 What are the various steps taken by an international marketer for selecting a market? (20)
- Q. 3 Examine in detail the major decision involved in the international business promotion. (20)
- Q. 4 State the significance of quality control in international markets. Explain the various techniques of quality control and inspection. (20)
- Q. 5 Ennumerate the functions of packaging. State the factors affecting packaging decisions in international business. (20)
- Q. 6 Ennumerate the steps of trade procedure in international business. (20)
- Q. 7 Write short notes on any two (20)
- A) Dominance of MNCs
- B) Marketing of Services in International business
- C) Joint Venture as market entry strategy
- D) Technological environment factors in International Marketing environment.