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MGT/S-3-M/IV/  
12(304-A)

**2012**

*Time : 3 hours*

*Full Marks : 80*

*Candidates are required to give their answers in their own words as far as practicable.*

*The questions are of equal value.*

*Answer **four** questions in which*

*Q. No. 1 is compulsory.*

1. State whether the following statements are True or False of the following :
  - (a) With Globalization of Markets, the tastes and preferences of consumers world wide are converging upon a global norm.
  - (b) The Goal of International Market is to gain market share and increase profit.
  - (c) A Global Organisation creates standardized products for Homogeneous Markets.

AP – 10/2

( Turn over )

- (d) The age distribution of the population in a market is used to identify behavioural patterns within each age group.
  - (e) International Marketing mix consists of International Marketing Products and Price.
  - (f) In Exporting Country the middleman are Export Agent, Forwarding Agent and Shipping Company.
  - (g) Payment in foreign trade is done by Gold, Bank Draft, Telegraphic Transfer and Foreign Bill of Exchange.
  - (h) If a country's import exceeds its export, it has to either get loan from a foreign country or part with its gold in required quantities to make payment for the imported goods.
  - (i) The foreign invoice is a document sent by the importer to the exporter,
  - (j) WTO stands for World Trade Organisation.
2. Define international marketing and its importance.

3. Write a short notes on IMF.
4. Discuss the pricing strategy of International Market.
5. What are the different components of International Marketing Environment ? Discuss.
6. Discuss the activities of UNO.
7. Discuss International Marketing Mix.



AP – 10/2 (50)

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