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MGT/S-3-M/IV/13

2013

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 any **four** questions in which*

Q. No. 1 is compulsory.

1. State whether the following statements are 'True' or 'False':
 - (a) Communism is a market structure.
 - (b) FDI stands for Foreign Direct Investment.
 - (c) International Marketing Mix consists of International Marketing Price only.
 - (d) Income and population are O_2 variables that can be used in lifestyle segmentation.

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(Turn over)

- (e) Consumer lifestyle is not a variable within demographic segmentation.
 - (f) The work of an international marketer is mainly concerned with establishing global brands.
 - (g) Payment of export duty is done by importer.
 - (h) Duty drawback scheme is an incentive for export promotion.
 - (i) "UNCTAD" stands for United Nations Conference on Trade And Development.
 - (j) "SEZ" stands for Special Economic Zones.
2. Write short note on World Bank.
 3. What do you mean by Regional Agreement And Treaties ?
 4. What do you mean by International Marketing Environment ? Discuss.
 5. Discuss the procedures of exporting the goods ?

6. Explain the system of joint venture. How it differs from Franchise ?
7. Explain briefly why International Trade take place. What are its gains ? Illustrate your answer with an example in Indian context.

