

Roll No. :

Total No. of Questions : 9] [Total No. of Pages : 3

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**B.B.A. (II) 3rd Semester
Examination, March-2021
(New Scheme 2014-17)**

**INTERNATIONAL MARKETING
Paper-BBA-II-N-307**

Time : Three Hours] [Maximum Marks : 80

Before answering the questions, candidates should ensure that they have been supplied the correct and complete question paper. No complaint in this regard, will be entertained after examination.

Note :- There are two Sections. Section-A consists of eight short answer type questions which is compulsory. In Section-B you are to attempt four questions (one question from each Unit). All questions carry equal marks.

Section-A

1. Describe the following :
 - (a) Nature of International Marketing ✓

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(1)

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- (b) International Mix ✓
- (c) Packaging ✓
- (d) Branding ✓
- (e) Web marketing ✓
- (f) International sales management ✓
- (g) Terms of sale ✓
- (h) Means of payment ✓

Section-B

Unit-I

2. Discuss domestic international and global marketing with suitable examples.
3. Describe international marketing environment.

Unit-II

4. What is the scope and process of international marketing research ?
5. Write elaborate note on international market segmentation and product positioning.

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Unit-III

6. Discuss the major problems and challenges of international advertising.
7. Write short notes on the following :
 - (a) Transfer pricing
 - (b) Counter trade

Unit-IV

8. What is meant by supply chain management ? Why has this concept gained tremendous importance in today's business world ?
9. Explain the basic export procedures and documentation.

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