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63/2 (SEM-1) MCO 105

2021

(held in 2022)

COMMERCE

(Theory Paper)

Paper Code : MCO-105

(International Marketing)

Full Marks – 80

Time – Three hours

**The figures in the margin indicate full marks
for the questions.**

1. Very short questions : 1×8=8
- (a) What is social Interactions ?
- (b) The term _____ refers to a wide range of activities involved in conducting business transactions across national boundaries.
- (c) What is price-escalation ?

[Turn over

- (d) In _____ price the importer is presumed to have bought the goods right at the exporters factory.
- (e) What is Web-Pomerene Association ?
- (f) _____ is the first step of channel selection process in international market.
- (g) Write any two modes of conducting international marketing through internet ?
- (h) _____ is also known as face-to-face selling in which salesman tries to convince the customer in buying a product.

2. Short type questions : 4×4=16

- (a) Enumerate the steps for establishing international marketing information system with the flow chart.
- (b) Write short notes on product standardization Vs adaptation.
- (c) State the factors affecting choice of channels in international market.
- (d) Write short notes on communications across countries complexities.

3. Long type questions :

14×4=56

- (a) Discuss the various modes of entry into the international market and also state the advantages and disadvantages of each mode.

Or

What is culture element? Mention the various types of cultural elements. Discuss how could language as an element affect marketing decisions in international context.

2+2+10=14

- (b) What is transfer pricing? Point out the factors affecting transfer pricing. Discuss the factors affecting international price determination.

2+2+10=14

Or

“ex factory, free-along side-ship (FAS); free-on-board (F.O.B.) ; cost, insurance and freight (C.I.F) ; and duty delivered paid are the five principal ways of quoting export prices.” Discuss all the principal ways of quoting export prices and also the arrangement involved in each way.

- (c) Mention all criteria that should be employed to identify suitable intermediaries in foreign markets and discuss all the criterias elaborately.

Or

Illustrate the intermediaries in international distribution and mention their types with flow chart. Discuss the role played by Export Management company in international distribution.

7+7=14

- (d) Explain the concept of "Country - of - origin effect". Discuss international advertising strategy standardized approach and localized advertising.

7+7=14

Or

Discuss the various methods of sales promotion in international market.