

BMS DEGREE (C.B.C.S.S) EXAMINATION, MARCH 2018**(2015 Admission Regular)****SEMESTER VI - CORE (BMS)****CO6B18TB - INTERNATIONAL MARKETING****Time : 3 Hours****Maximum Marks : 80****Part A****I. Answer all questions. Each question carries 1 marks****(6x1=6)**

1. Give examples of domestic, uncontrollable forces of international marketing
2. Name any two major participants in international marketing
3. Expand WTO
4. What is combined transport document?
5. List any one rule for successful exports
6. What is exchange rate?

Part B**II. Answer any Seven questions. Each question carries 2 marks****(7x2=14)**

7. Give examples of the natural factors that affect international business
8. What are the different international environment forces?
9. What is a free trade area?
10. What is duty drawback?
11. What is a country of origin document?
12. Discuss the need for export documentation
13. Give examples of situation specific characteristics involved in segmentation
14. Name any two general country characteristics
15. What is floating exchange rate regimes?
16. Discuss hedging

Part C**III. Answer any Five questions. Each question carries 6 marks****(5x6=30)**

17. Discuss the different modes of entry into international marketing
18. Write a detailed note on any one major grouping in the world
19. What are trade blocs? Discuss the different types of trade blocs
20. Discuss the following a. Export general manifest b. Processing of Shipping bill
21. Discuss in detail, citing examples, the different types of export documents
22. Discuss the factors to be considered while appointing a sales agent
23. Who is a sales agent? Discuss the merits and demerits of a sales agent
24. Discuss Uniform pricing vs market by market pricing

Part D**IV. Answer any Two questions. Each question carries 15 marks****(2x15=30)**

25. Write a detailed note on the need of trade blocs citing examples
26. Discuss in detail the export procedure
27. Discuss the steps in starting an export business
28. Discuss the different factors to be considered while pricing in an international scenario