Total number of printed pages–5

63/2 (SEM–1) MCO105

2023

COMMERCE

(Old and New Course)

Paper : MCO105

(International Marketing)

Full Marks : 80

Pass Marks : 32

Time : Three hours

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

1. Choose the correct answer : 1×6=6

   (i) Which of the following modes of entry in international market is riskier ?

   (a) Contractual agreement

   (b) Exporting

   (c) Joint venture

   (d) Manufacturing contracts

Contd.

(ii) Social Media Marketing (SMM) is the use of _____ and _____ to promote products and services to connect with the audiences.

(a) Internet ; Google

(b) Internet ; e-commerce

(c) Social media websites ; platforms

(d) Society ; Internet

(iii) Firms that helps the company to promote, sell, and distribute its goods to final buyers are known as

(a) Sales Intermediaries

(b) Marketing Intermediaries

(c) Product Promotion Intermediaries

(d) Finance Intermediaries

(iv) An International Marketing Information System is a formal way of structuring the information flow through market research, marketing research and _____.

(a) Marketing Intelligence

(b) Marketing Intermediaries

(c) Marketing Information

(d) Marketing strategy

(v) The principle and values that guide the behaviour of makers emphasizing honesty, responsibility, fairness and respect for consumer and society is called

(a) Marketing Ethics

(b) Corporate Social Responsibility

(c) Marketing policy

(d) Marketing rules

(vi) Which of the following consist of contacting prospective buyers of product personally?

(a) Product Mix

(b) Personal Selling

(c) Sale

(d) Marketing Mix

2. Answer the following questions : 2×5=10

(i) What is transfer pricing?

(ii) What is franchising?

(iii) What is defensive New Product Development?

(iv) Write *any two* modes of Social Media Marketing.

(v) Define personal selling.

3. Answer ***any six*** of the following questions : 5×6=30

(i) Describe the logic *or* rationale behind New Product Development.

(ii) State the process of selecting the channel of members.

(iii) Write a note on the importance of Marketing Intermediaries in International Market.

(iv) Highlight the differences between traditional and modern channel of distribution structures.

(v) Enumerate the steps involved for establishing International Marketing Information System.

(vi) Discuss the factors needed to be considered for product design strategy.

(vii) Describe the issues related to International Logistic Management.

(viii) Highlight the importance of marketing Ethics in International Market.

(ix) Point out the importance of legal environment in International Market.

4. Answer ***any two*** questions : 10×2=20

(i) Discuss the various internal and external factors influencing International Marketing Environment.

(ii) Discuss the factors affecting International Price Determination.

(iii) Explain the factors affecting the choice of channels of distribution.

5. Answer ***any one*** questions : 14

(i) Discuss the process of entry into International market through licensing. Highlight some of the advantages of Licensing over other entry strategies. 7+7=14

(ii) Write a note on Product Standardization *Vs.* Adaptation. Enumerate the steps involved in New Product Development. 7+7=14