

**TILAK MAHARASHTRA VIDYAPEETH, PUNE**  
**MASTER OF COMMERCE (M. COM.)**  
**EXAMINATION: DECEMBER 2023**  
**THIRD SEMESTER**  
**Sub: International Marketing (MCM - 311)**

**Time: 2.00 pm to 4.30 pm**

- 1) All questions are compulsory.
- 2) Figures to the right indicate full marks.

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(32)

1. What is Branding? Why is it important? Explain their functions and strategies.
2. What are the functions and activities of EXIM Bank? Explain in detail.
3. Explain in brief the documents (Master documents) required /essential in exporting the goods from India.
4. What do you mean by Export Promotion Council ( EPC) ? Explain the key functions of EPC.

**(08)**

1. Elaborate the functions of World Trade Organization.
2. What are GATT and WTO?
3. Explain in brief different types of Promotional strategies in International market.

(10)

1. Characteristics of Marine Insurance
2. Objectives of Pre-shipment Finance
3. BIS and AGMARK Certification
4. Objectives of Packaging

(10)

1. The present \_\_\_\_\_ framework does not include an Exit Policy.  
a) MPEDA  
b) EPCG  
c) APEDA  
d) SEZ
2. Credit insurance covers the risk of \_\_\_\_\_ of trade debts.  
a) Transfer  
b) Requirement  
c) Payment  
d) Non-payment
3. ISO 9000 is a series of -----standards that have been accepted worldwide as the norm assuring high quality of goods.  
a) National  
b) International  
c) Regional  
d) Local
4. A strong -----is invaluable as the battle for customers intensifies day by day.  
a) Price  
b) Brand  
c) Place  
d) Physical evidence

5. The acronym 'GATT' stands for -----
  - a) General Arrangement on Tariffs and Trade
  - b) General Approval on Tariffs and Trade
  - c) General Agreement on Tariffs and Trade
  - d) None
6. Idea for new products can be obtained from basic research using \_\_\_\_\_.
  - a) SWOT analysis
  - b) PEST analysis
  - c) Opportunity analysis
  - d) Market analysis
7. 'ECGC' stands for Export ----- Guarantee Corporation of India limited.
  - a) Credit
  - b) Currency
  - c) Cooperative
  - d) Collection
8. 'EXIM' Bank stands for -----
  - a) External –Internal Bank
  - b) Export-Import Bank
  - c) Exchange –Interchange Bank
  - d) External –International Bank
9. 'APEDA' in India deals with exports of -----products.
  - a) Agricultural
  - b) Chemicals
  - c) Industrial
  - d) Pharmaceutical
10. The acronym 'STC' stands for -----
  - a) State Trading Corporation
  - b) State Tourist Corporation
  - c) State Transport Corporation
  - d) None
11. The WTO is the only global organization dealing with \_\_\_\_\_ of trade between nations.
  - a) Transactions
  - b) Liberalizing
  - c) Insufficiency
  - d) Rules
12. 'AGMARK ' is a certification mark employed on ----- products in India.
  - a) Industrial
  - b) Agricultural
  - c) Aquatic
  - d) Handicraft

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