

TILAK MAHARASHTRA VIDYAPEETH, PUNE
MASTER OF COMMERCE (M.COM.)
EXAMINATION : DECEMBER- 2024
THIRD SEMESTER

Sub: International Marketing(MCM-311)

Date: 05/12/2024

Total marks: 100

Time: 2.00pm to 5.00pm

Instruction: 1) All questions are compulsory.

2) Figures to the right indicate full marks.

Q. 1. Answer the following questions. (Attempt any two) (30)

1. Describe the significance of International Marketing for the business enterprise.
2. Explain the different types of risks involved in exports.
3. Elaborate the functions and role of WTO.
4. Explain the key documents (master documents) required for exporting the goods from India.

Q.2 Answer the following questions. (Attempt any three) (30)

1. Briefly explain the tariff and non-tariff barriers.
2. State the various types of promotional strategies
3. What are the functions of Promotion?
4. Describe the Institute of Packaging and ECGC.
5. What are the advantages and disadvantages of Indirect Exports?

Q.3 Write short notes. (Attempt any five) (40)

1. Benefits of Credit Cover
2. Key functions of APEDA
3. IIFT
4. Export Inspection Council
5. Pre-shipment finance
6. Role of EXIM bank
7. MPEDA