

**TILAK MAHARASHTRA VIDYAPEETH, PUNE**  
**MASTER OF COMMERCE (M.COM)**

**EXAMINATION: MAY - 2025**

**THIRD SEMESTER**

**Sub: International Marketing (MCM-311)**

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**Date: 15/05/2025**

**Total marks: 60**

**Time: 2.00pm to 4.30pm**

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**Instruction:** 1) All questions are compulsory.

2) Figures to the right indicate full marks.

**Q. 1      Answer the following questions. (Attempt any two)      (32)**

1. Explain in brief different types of Promotional strategies in International market
2. Elaborate the different types of risks involved in Exports.
3. Elaborate the role and functions of World Trade Organization.(WTO)
4. Explain different types of Direct Exports. What are merits and Demerits of Direct Exports?

**Q.2      Answer the following questions. (Attempt any two)      (16)**

1. Discuss the importance of Packaging in International Marketing.. What are different types of Packaging?
2. State and explain in brief the various sources of information for International Marketing.
3. Discuss the functions of Export Promotion Council (EPC)
4. Explain the decision criteria for entering into foreign market.

**Q.3      Write short notes. (Attempt any three)      (12)**

1. Objectives of Pre-shipment Finance
  2. Importance of Marine Insurance in International Marketing
  3. Advantages of Indirect Exports
  4. Role of Export Inspection Council
  5. Characteristics of Marine Insurance
  6. BIS and Agmark Certification
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