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MASTER OF COMMERCE (M.COM)
EXAMINATION : MAY- 2025
THIRD SEMESTER
Sub: International Marketing (MCM-311)

Date: 16/05/2025

Total marks: 100

Time: 10.00 am to 1.00 pm

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. What do you mean by Export Promotion Council (EPC)? Explain the key functions of EPC.
2. Discuss the importance of Packaging in International Marketing. What are different types of Packaging?
3. Explain in brief the key functions of World Trade Organization. (WTO)
4. What are the functions and activities of EXIM Bank? Explain in detail.

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

1. Explain the decision criteria for entering into foreign market.
2. Explain in brief any two types of risks involved in Exports.
3. Elaborate the stages in the New Product Development (NPD) Process.
4. Explain international marketing environment with examples.
5. What is Branding? Why is it important? Explain their functions and strategies.

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

1. Direct Exports
2. GATT
3. BIS and Agmark Certification
4. Post-shipment credit
5. Importance of international marketing for national economy
6. Objectives of Pre-shipment Finance
7. Role of Export Inspection Council