

**BIRLA INSTITUTE OF TECHNOLOGY, MESRA, RANCHI
(END SEMESTER EXAMINATION)**

**CLASS: BBA
BRANCH: MANAGEMENT**

**SEMESTER : V
SESSION : MO/2023**

SUBJECT: MT316 INTERNATIONAL MARKETING

TIME: 3 Hours

FULL MARKS: 50

INSTRUCTIONS:

1. The question paper contains 5 questions each of 10 marks and total 50 marks.
 2. Attempt all questions.
 3. The missing data, if any, may be assumed suitably.
 4. Before attempting the question paper, be sure that you have got the correct question paper.
 5. Tables/Data hand book/Graph paper etc. to be supplied to the candidates in the examination hall.
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Q.1(a)	Differentiate between international marketing and domestic marketing giving examples.	[5]	1	3
Q.1(b)	Discuss the benefits of international marketing for firms, economy, and consumers.	[5]	1	2
Q.2(a)	Analyse the influence of culture and political environment in international marketing giving examples.	[5]	2	4
Q.2(b)	Write a note on balance of payments and its components.	[5]	2	1
Q.3(a)	Differentiate between tariff and non-tariff barriers. Discuss about any two types of each of them.	[5]	3	3
Q.3(b)	Differentiate between product adaptation and product standardization giving examples.	[5]	3	3
Q.4(a)	Briefly explain the stages of international product life cycle giving examples.	[5]	4	2
Q.4(b)	Differentiate between direct and indirect exporting. Mention any two types of direct and indirect intermediaries in international marketing.	[5]	4	3
Q.5(a)	Discuss the types of documents required for export and import of goods in international market.	[5]	5	2
Q.5(b)	Write a note on ECGC highlighting how it contributes in providing export incentives.	[5]	5	1

:::23/11/2023:::M