

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

**CLASS: BBA  
BRANCH: BBA**

**SEMESTER : V  
SESSION : MO/2024**

**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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			CO	BL
Q.1(a)	Differentiate between domestic marketing and international marketing giving examples.	[5]	CO1	BL4
Q.1(b)	Outline the importance of international marketing giving examples.	[5]	CO1	BL2
Q.2(a)	Rationalize the influence of culture on consumer in context with international marketing.	[5]	CO2	BL5
Q.2(b)	Write a note on balance of payments along with its components.	[5]	CO2	BL1
Q.3(a)	Discuss the importance of trade barriers in international business giving examples.	[5]	CO3	BL2
Q.3(b)	Differentiate between tariff and non-tariff barriers giving two examples for each.	[5]	CO3	BL4
Q.4(a)	Differentiate between direct and indirect exporting along with their types.	[5]	CO4	BL4
Q.4(b)	Illustrate and explain briefly about international product life cycle giving examples.	[5]	CO4	BL3
Q.5(a)	Enumerate and briefly explain about the documents required for international business.	[5]	CO5	BL2
Q.5(b)	Write a note on export incentives and assistance provided by Government of India for exporters.	[5]	CO5	BL3

**.....26/11/2024.....E**