

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

**CLASS: BBA  
BRANCH: MANAGEMENT**

**SEMESTER : V  
SESSION : MO/2025**

**SUBJECT: MN419 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)	List out the advantages of international marketing giving examples.	[5] 1	2
Q.1(b)	Discuss how international marketing is different from domestic marketing.	[5] 1	3
Q.2(a)	Justify the influence of culture and legal environment on international marketing giving examples for each.	[5] 2	4
Q.2(b)	Define balance of payment giving example? Describe the components of balance of payment.	[5] 2	2
Q.3(a)	Differentiate between tariff and non-tariff barriers giving two examples for each.	[5] 3	3
Q.3(b)	Outline the benefits of trade barriers in international business giving examples.	[5] 3	2
Q.4(a)	Differentiate between product standardization and product adaptation in context with international marketing giving examples.	[5] 4	3
Q.4(b)	Briefly explain about stages of international product life cycle (IPLC) giving examples.	[5] 4	3
Q.5(a)	Discuss the role of export credit and guarantee corporation of India (ECGC) in promoting the export.	[5] 5	2
Q.5(b)	Outline the types of documents required for international trade and businesses.	[5] 5	2

:27/11/2025:::E