

BIRLA INSTITUTE OF TECHNOLOGY, MESRA, RANCHI
(MID SEMESTER EXAMINATION SP/2024)

CLASS: BBA
BRANCH: MGMT

SEMESTER : VI
SESSION : SP/2024

SUBJECT: MT316 INTERNATIONAL MARKETING

TIME: 02 Hours

FULL MARKS: 25

INSTRUCTIONS:

1. The question paper contains 5 questions each of 5 marks and total 25 marks.
 2. Attempt all questions.
 3. The missing data, if any, may be assumed suitably.
 4. Tables/Data handbook/Graph paper etc., if applicable, will be supplied to the candidates
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Q.1(a)	Define International Marketing	[2]	1	1
Q.1(b)	Discuss the condition that have led to the development of global markets	[3]	1	2
Q.2(a)	Discuss the major issues in International Marketing	[2]	1	1
Q.2(b)	Discuss the similarities and dissimilarities between Domestic Marketing and International Marketing	[3]	1	2
Q.3(a)	Define Balance of Payment	[2]	2	1
Q.3(b)	Explain automatic adjustment in Balance of Payment	[3]	2	2
Q.4(a)	Define the various components of Balance of Payment	[2]	2	1
Q.4(b)	Explain the process of International Market Selection	[3]	2	2
Q.5(a)	Define Trade Barriers	[2]	2	1
Q.5(b)	Differentiate between Tariff Barrier and Non Tariff Barrier	[3]	2	2

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