

BIRLA INSTITUTE OF TECHNOLOGY, MESRA, RANCHI
(MID SEMESTER EXAMINATION SP/2025)

CLASS: BBA
BRANCH: MANAGEMENT

SEMESTER: VI
SESSION: SP/2025

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	What is international marketing? Describe various opportunities and challenges in international marketing created by new development in geopolitical scenario.	[5] 1	3
Q.2	Discuss the various types of international marketing. Explain the most pertinent reasons due to which companies choose to enter in international marketing.	[5] 1	2,3
Q.3	Discuss the impact of environmental factors on overall international marketing planning process.	[5] 2	4
Q.4	Explain the concept of balance of payment (BOP). Discuss its components.	[5] 2	2
Q.5	What are trade barriers? Discuss the rationale behind government's intervention on international trade with suitable examples.	[5] 3	

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