

**SVKM'S NMIMS UNIVERSITY  
SCHOOL OF DISTANCE LEARNING**

Programme: PGDMM (III)

**Subject: International Marketing**

**Date:** 30.05.2009

**Marks: 100**

**Time : 3 hrs** (2.00 pm to 6.00 pm)

**Instructions:** Candidates should read carefully the instructions printed on the question paper and on the cover of the Answer Book, which is provided for their use.

**NB:**

1. Answer to each new question to be started on a fresh page.
2. All question carry equal marks
3. Attempt any four questions.

**Question No 1.** "In International Marketing it is easier to trade with countries which are almost at the same level of development". Do you agree? If so, why?

**Question no 2.** "How do nations gain by trading with each other?" Explain clearly with special reference to both the developed and developing countries.

**Question no 3.** What are objectives of quantitative restrictions? Is their use justified in developing countries?

**Question no 4.** How would you determine the suitability of a particular product for a particular market?

**Question no 5.** Describe the significance of the various methods of quoting the price of a product to the foreign buyer and show what costs are included in each method?

**Question no 6.** What criteria would you adopt in the selection of overseas agents? How can agents be involved in marketing planning?

**Question no 7.** What is the importance of logistics in International marketing?

**Question no 8.** What is the purpose of a foreign market survey?

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