

### SECTION-C

**Note:** Long answer type questions. Attempt any three questions. 3x10=30

- Q.3 Discuss the meaning and scope of international marketing in a detailed manner.
- Q.4 Explain the concept, functions and advantages of SWOT analysis in international trade.
- Q.5 Discuss the objectives, scope and activities of WTO in a brief manner.
- Q.6 How's the cultural and legal issues influence the entry of foreign firms in a market? Explain.
- Q.7 Describe the uses, advantages as well as scope of electronic payment system in the current scenario.

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**5th Sem. / DBM, DBM (IPM)**

**Subject : International Marketing & e-Marketing**

Time : 3 Hrs.

M.M. : 100

### SECTION-A

**Note:** Very Short Answer type questions. Attempt any 15 parts. (15x2=30)

- Q.1 a) Global firms.
- b) Define International Trade system.
- c) SWOT analysis.
- d) Define Tariff.
- e) Two non-tariff barriers.
- f) Two objectives of WTO.
- g) Two features of e-marketing.
- h) Economic condition effecting market entry strategies.

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- i) Two advantages of globalization.
- j) Exchange control.
- k) Legal issues in market entry strategies.
- l) Define Market entry strategies.
- m) Two modes of electrical cash.
- n) e-worries.
- o) Two limitations of digital cash.
- p) Two features of foreign firms.
- q) Researching customers.
- r) E-marketing objectives.
- iii) Distinguish tariff and non-tariff barriers.
- iv) Components of Business environment.
- v) Explain the term Quota-Embrago.
- vi) Feature of foreign firms.
- vii) State political conditions effecting market entry strategy.
- viii) Features of e-marketing.
- ix) Benefits of digital signature.
- x) Limitations of on-line credit system.
- xi) Four functions of WTO.
- xii) Advantages of Digital Cash.
- xiii) Key drivers of globalization.
- xiv) Pre-requisites of electronic payment technology.
- xv) Importance of e-marketing.

### SECTION-B

**Note:** Short answer type questions. Attempt any ten parts 10x4=40

- Q.2 i) Define nature of international marketing.
- ii) Advantages of SWOT analysis.

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