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(Pages : 2)

Reg. No.....

Name.....

B.A. DEGREE (C.B.C.S.S.) EXAMINATION, APRIL 2022

Fifth Semester

B.A. Economics (Model II)

Vocational Course—INTERNATIONAL MARKETING

(2013—2016 Admissions)

Time : Three Hours

Maximum Marks : 80

Part A

Answer all questions, each in a sentence or two.

Each question carries 1 mark.

1. Joint ventures.
2. Trade fair.
3. Transfer pricing.
4. Sub contracting.
5. Tariff.
6. Protection.
7. Quotas.
8. Export promotion.
9. Advertisements.
10. Terms of trade.

(10 × 1 = 10)

Part B

Answer any eight questions in about 60 words each.

Each question carries 2 marks.

11. Explain the nature of International Marketing.
12. What is wholly owned subsidiaries?
13. Explain counter trading.
14. Write about agency agreements.
15. What are the functions of foreign exchange market?
16. Write about market segmentation.
17. Explain offer curves.
18. Explain labour theory of value.
19. Distinguish between balance of payments and balance of trade.

Turn over

20. What are the advantages of free trade?
21. Explain UNCTAD.
22. What is regional economic grouping?

(8 × 2 = 16)

Part C (Short Essays)

Answer any six questions in about 100 words each.

Each question carries 4 marks.

23. Explain the advantages of wholly owned subsidiaries.
24. Analyse the new techniques in International Marketing.
25. Write about the advantages of trade fair and exhibitions in International Marketing.
26. Explain the different regional economic grouping in the world trade.
27. Analyse the role of export promotion institutions in International Marketing.
28. Write about the channels of International Distribution.
29. Examine the various pricing approaches in international market.
30. Explain the conditions for agency appointments and the payment of their Commission.
31. Explain the types of transfer pricing.

(6 × 4 = 24)

Section D

Answer any two questions in about 300 words each.

Each question carries 15 marks.

32. Write about International product strategies.
33. Explain the determinants of selling prices in International Marketing.
34. Examine the importance of WTO in International Trade.
35. Write about new trends in the volume and composition of India's foreign trade.

(2 × 15 = 30)