

ROLL No.....

NATIONAL COUNCIL FOR HOTEL MANAGEMENT
AND CATERING TECHNOLOGY, NOIDA
ACADEMIC YEAR 2016-2017

COURSE	:	3 RD Semester of M.Sc. in HA	
SPECIALISATION	:	Sales & Marketing	
SUBJECT	:	International Marketing	
TIME ALLOWED	:	03 Hours	MAX. MARKS: 100

(Marks allotted to each question are given in brackets)

- Q.1. Discuss in detail the theories of International Trade. (10)
- Q.2. There are several differences between the Domestic and International Marketing. Discuss. (10)
- Q.3. Write short notes on:
(a) Export-Import Bank of India
(b) India Trade Promotion Organisation (5+5=10)
- Q.4. Price is an important element of marketing mix. Discuss in detail. (10)
- Q.5. Discuss the role of WTO (World Trade Organisation) in promoting international trade.
OR
Discuss the cultural and legal environment of international business. (10)
- Q.6. Discuss several important documents involved in export. (10)
- Q.7. Discuss the key factors influencing international market selection.
OR
Discuss different techniques of interviewing as part of marketing research. (10)
- Q.8. Advertising plays an important role in marketing. Discuss the international advertising strategy. (10)

Q.9. Write short notes on:

- (a) International Law
- (b) Balance of Payment

(5+5=10)

OR

Discuss in detail the growth of India's growth in foreign trade as of date.

(10)

Q.10. Enumerate the elements that make up culture. Why is an understanding of different cultures important to an international marketing manager?

(10)
