

ROLL No.....

NATIONAL COUNCIL FOR HOTEL MANAGEMENT  
AND CATERING TECHNOLOGY, NOIDA  
**ACADEMIC YEAR 2017-2018**

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

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(Marks allotted to each question are given in brackets)

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Q.1. There are several modes of entry into international business like licensing, joint venture etc. Discuss each of the methods in detail. (10)

Q.2. Discuss India's foreign trade practices since independence. (10)

**OR**

Discuss in detail the various documents connected with 'Import'.

Q.3. Enumerate the differences between Domestic Marketing and International Marketing. (10)

**OR**

Write short notes on:

- (i) Indian Institute of Foreign Trade
  - (ii) Export Promotion Council
- (5+5=10)

Q.4. Write short notes on: (5+5=10)

- (i) International Product Life Cycle
- (ii) WTO

**OR**

Discuss the nature of 'International Marketing'. (10)

Q.5. Discuss 'Culture' and the various elements of Culture that influence Trade. (10)

**OR**

Discuss the various Regional Economic Groupings in international trade.

- Q.6. Explain the following:  
(a) 'Political risk' in international business  
(b) Bill of lading  
(5+5=10)
- Q.7. Write short notes on:  
(a) IMF (International Monetary Fund)  
(b) World Bank  
(5+5=10)
- Q.8. Enumerate in detail the various documents required in export.  
(10)
- Q.9. What are the 'International Distribution Channels' in international marketing.  
(10)
- Q.10. Mention the differences between international marketing and export marketing.  
(10)

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