

ROLL No.....

NATIONAL COUNCIL FOR HOTEL MANAGEMENT  
AND CATERING TECHNOLOGY, NOIDA  
**ACADEMIC YEAR 2018-2019**

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. Describe the various reasons why FMCG company would like to enter international markets. Illustrate with examples. (10)
- Q.2. Explain the concept of EPRG model in the evolution of global marketing. Give suitable examples. (10)
- Q.3. A number of documents are used in Export-Import trade. Define the following documents briefly:  
(a) C&F (b) Airway bill  
(c) Ocean bill of lading (d) Bill of exchange  
(e) Shipment advise (5x2=10)
- Q.4. What is institutional set up for exports in India? Discuss **any two** commodity boards. (10)
- Q.5. Elaborate the role of E-marketing and advertising in international hotel business. Give suitable examples. (10)
- Q.6. What is the impact of social and cultural environment in international business? Give examples from hospitality service industry. (10)

**OR**

Write short notes on **any two**:

- (a) International product policy (b) Export Promotional Council  
(c) Indian Trade Promotion Organization (ITPO)

(2x5=10)

Q.7. Develop an Ad campaign for an Indian MNC hotel chain launching a 300 room hotel in Dubai from January 2019. How can a hotel market its accommodation in off-season?

**OR**

Discuss the techniques involved in conducting international marketing research.

(10)

Q.8. Explain the 7P's of market mix and how can you apply to marketing of hospitality services?

**OR**

What is international product life cycle? Discuss various stages.

(10)

Q.9. What are the factors influencing the market selection decision? Explain giving examples.

**OR**

What are the main methods of export pricing? What are the dangers in attempting to set prices globally?

(10)

Q.10. Choose the correct option:

(a) SEZ stands for:

- (i) International zone
- (ii) Special economic zone
- (iii) State economic corridor
- (iv) None of the above

(b) International marketing should primarily focus on:

- (i) Product
- (ii) Place
- (iii) Promotion & pricing
- (iv) All of the above

(c) DGFT denotes:

- (i) Foreign protocol
- (ii) Direct foreign trade
- (iii) Director General of Foreign Trade
- (iv) None of the above

(d) The global marketing conceptual framework consists of how many phases:

- (i) Four
- (ii) Eight
- (iii) Twelve
- (iv) Seven

- (e) EPRG framework denotes:
  - (i) Ethnocentric
  - (ii) Polycentric
  - (iii) Regiocentric & Geocentric
  - (iv) All the above
  
- (f) EPC stands for:
  - (i) Export Promotion Council
  - (ii) Export and Planning Committee
  - (iii) Export Import Corporation
  - (iv) None of the above
  
- (g) FCA is:
  - (i) Foreign Cargo Agent
  - (ii) Free Carrier
  - (iii) Freight Carriage
  - (iv) None of the above
  
- (h) The headquarters of WTO (World Trade Organisation) are located in:
  - (i) Madrid
  - (ii) Manila
  - (iii) Geneva
  - (iv) New York
  
- (i) Importer Exporter Code (IEC) is obtained from:
  - (i) WTO
  - (ii) Exim bank
  - (iii) Regional Licensing Authority
  - (iv) None of the above
  
- (j) EOU denotes:
  - (i) Export oriented units
  - (ii) Export output
  - (iii) Export of utilities
  - (iv) None of the above

(10x1=10)

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