

Master of Commerce Examination: November 2014
Semester: III (Repeater) (Distance Education)

Day & Date	Semester	Subject Name	Time	Code
Saturday 08/11/2014	Semester – III (Repeater)	International Business	11. 00 PM to 02. 00 PM	300003

Note: Attempt any FIVE questions.

- Q1.** What are the various constituents of economic environment? Explain economic environment in India. **20**
- Q2.** Explain any 5 market entry strategies used in International business. **20**
- Q3.** Discuss the factors affecting pricing decisions in detail for International markets. **20**
- Q4.** What are the various steps taken by an International marketer selecting a market? **20**
- Q5.** What are the various documents required for International Business? **20**
- Q6.** Enumerate the various product strategies in International Business? **20**
- Q7. Write short notes (Any Two):** **20**
- a) Motives of International Business
 - b) Niche Marketing strategy
 - c) Packaging International Business
 - d) Quality Control

