



'समानो मन्त्रः समितिः समानी'

UNIVERSITY OF NORTH BENGAL
B.VOC. Programme 6th Semester Examination, 2023

DSE61-RETAIL MANAGEMENT (6.1)

INTERNATIONAL MARKETING

Time Allotted: 2 Hours

Full Marks: 60

The figures in the margin indicate full marks.

GROUP-A

1. Answer any **four** questions: 3×4 = 12
- (a) What do you mean by the term Ad-valorem duty? 3
 - (b) Enlist the names of the member countries of ASEAN. 3
 - (c) Explain the concept of transnational strategy. 3
 - (d) State the disadvantages of exporting. 3
 - (e) What do you mean by the term Trunkey project? 3
 - (f) Define the term Regional Trade Agreement (RTA). 3

GROUP-B

2. Answer any **four** questions from the following: 6×4 = 24
- (a) Explain the reasons why the firm enters the international market? 6
 - (b) State the objectives and principles of SAARC. 6
 - (c) Why was BRICS formed? Why is it important to India? 6
 - (d) State the importance of international marketing. 6
 - (e) Differentiate between Free trade area and Common market. 6
 - (f) What are the modes of entry into the international market? 6

GROUP-C

3. Answer any **two** questions from the following: 12×2 = 24
- (a) State the challenges and opportunities of international marketing. 12
 - (b) Discuss the role and functions of WTO in the promotion of international marketing. 12
 - (c) Describe the steps involved in the process of international marketing. 12
 - (d) What is environmental scanning in marketing and what are its components? 12

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