



'समानो मन्त्रः समितिः समानी'

**UNIVERSITY OF NORTH BENGAL**  
B.VOC. Programme 6th Semester Examination, 2022

**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) Differentiate between Global Advertising and Country-specific Advertising.
  - (b) What are the various challenges in conducting Global Marketing Research?
  - (c) What are the limitations of global marketing?
  - (d) State the purpose for which the European Union was formed.
  - (e) In doing business overseas, what kind of technological hindrances the firms may possibly encounter?
  - (f) Differentiate between Licensing and Franchising.

**GROUP-B**

2. Answer any **four** questions: 6×4 = 24
- (a) Explain the opportunities and challenges for a business adopting International Marketing.
  - (b) Briefly explain the direct and indirect benefits emanating from international business.
  - (c) What are the different strategies for the retailers to get globalization right?
  - (d) Why is BRICS important for India?
  - (e) State the members countries and objectives of ASEAN.
  - (f) What are the different activities involved in International Marketing Research?

**GROUP-C**

3. Answer any *two* questions:

12×2 = 24

- (a) Elaborate with examples the achievements of Indian Companies in the global arena.
- (b) Analysis of Global Environment is quite essential for International Marketing in today's scenario'. Comment on the statement.
- (c) "The decision on which market to enter and how to enter the selected market is of critical importance for the company's profit making and sustainable growth". Highlight the statement by discussing the different modes of entry into International Market.
- (d) What are the major aims and objectives of WTO and SAARC?

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