



## INTERNATIONAL MARKETING

### UNIT – I

- Q.1 What do you mean by International Marketing? Discuss the need & importance of International Marketing.
- Q.2 What is the Domestic Marketing ? Differentiate between Domestic Marketing and International Marketing.
- Q.3 How does economic, cultural, political and legal environment affect international marketing? Explain.

### UNIT –II

- Q.1 What is product standardization? Explain its importance in international marketing?
- Q.2 Explain product adaptation strategy. What are those elements which are to be kept in mind while choosing a correct product adaptation strategy?
- Q.3 How to determine international price ? State the factors affecting to pricing in International Marketing.

### UNIT – III

- Q.1 Critically examine the international Trade fairs.
- Q.2 What are the objectives of International Advertising? Explain the principal methods of determining the amount to be spent on advertising.
- Q.3 What do you understand by personal selling? Discuss the necessary selling skills of export salesman.

### UNIT – IV

- Q.1 Why is proper selection of foreign sale agents important? Give the difference between sales agent and distributor.
- Q.2 What is meant by distribution channel in International Trade? State the factors affecting international distribution channels.
- Q.3 Discuss the Direct and Indirect distribution channels with their types and importance in International Marketing.

### UNIT – V

- Q.1 State the particulars and the significance of any five documental used in export trade.
- Q.2 Explain critically the current Indian EXIM Policy.
- Q.3 What is Export Pricing ? Explain the difference between home marketing pricing and export marketing pricing.