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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