**IMC CHAMBER OF COMMERCE AND INDUSTRY**

**ADVANCED CERTIFICATE IN INTERNATIONAL TRADE EXAMINATION MAY 2024**

**SUBJECT: INTERNATIONAL MARKETING & ORGANIZATIONAL BEHAVIOUR**

**Date: 25.05.2024 Marks: 100 Time: 10:30 a.m. - 1:30 p.m.**

**NOTES:**

* **Correct question number should be indicated against each answer.**

**Question 1 (A) – Fill in the blanks – (Any 5 (five) of the following):- 5 Marks**

1. \_\_\_\_\_\_\_\_\_contracts are common in International Business in the supply, erection and commissioning of the plants for the buyer abroad.
2. -------------- Duties are imposed in order to nullify the benefits offered through cash assistance or any subsidy by the foreign countries to its manufacturers.
3. ------------- means the expression of value or utility of a commodity in terms of -----------at the time of sale.
4. ---------, ------- is the full list of all the products offered for sale by a Company which may consists of one or more product lines.
5. Break-even analysis helps to understand the \_\_\_\_\_\_\_\_\_\_\_\_ sales required to avoid any profit or loss at various levels of \_\_\_\_\_\_\_\_\_\_\_\_.
6. Export Promotion organisations can play an important role in \_\_\_\_\_\_\_\_\_\_\_the Indian products abroad.
7. ------------ data are the data which have already been gathered by someone else and are available for use by others in a research project.
8. \_\_\_\_\_\_\_\_\_\_\_\_\_\_can be resorted when the population is very large and collection of information from its units would be prohibitively expensive, etc. for marketing research.

**Question 1 (B) - Say true or false (any 5 (five) of the following: - 5 Marks**

1. Finance at Post Shipment Stage can be used to pay agents /distributors and others for their services.
2. All exports of capital goods other than goods exported on deferred payment terms are eligible to be financed through forfaiting scheme.
3. Standardisation as an international promotional strategy refers to using different advertising messages to promote the same products globally.
4. Enterprises operating in international marketing need not give much attention to cultural environment.
5. A country resorts to Protective Tariff to guard against stiff competition to domestic goods from imported goods.
6. International commodity agreements are inter-governmental arrangements concerning the product of and trade in of certain primary products to stabilise their prices.
7. Cultural differences are one of the major problems in international marketing communication.
8. In the case of Market Penetration, a firm may attempt to penetrate the market with a very high initial price.

**Question No. 2 - Define the following terms (any five 5) 10 Marks**

1. Retrenchment
2. Learning Organisations
3. Performance Appraisal
4. International Market Segmentation.
5. Bargaining as a conflict management technique.
6. Branding
7. Joint Ventures

**Question No.3 - Give Reasons (Any 4 (FOUR) - 20 marks**

1. Packing, marking and Labelling
2. Trading Blocks
3. Export through Web marketing
4. Retrograde Pricing for export.
5. Political and Commercial Risks coverage by ECGC
6. Globalisation Vs. Localisation
7. Need for conducting International Marketing Research

**Q.4. Write Short Notes (Any 3 (three) - 30 Marks**

1. International Commercial Terms (INCOTERMS)
2. Mark-up and Mark-down pricing
3. Contract Manufacturing
4. Communication or Promotion mix in Product Promotion.
5. Trade Fares and Exhibitions
6. Non-Tariff Barriers

**Q.5. Answer in Brief (Any 3 (three):- 30 marks**

1. Workers in your organisation are experiencing Stress. How would you help them in coping with the stress effectively?
2. Discuss Product Life Cycle in detail? Also discuss its influence on International Marketing.
3. Discuss the various Factors affecting export pricing preferably with examples.
4. What is marketing research? Explain its importance in international marketing.
5. Discuss Direct and Indirect Exporting as International Channel Systems.
6. Discuss briefly the important payment terms available in the international Trade?

**E N D**