

05/01/2013

**T.Y.BMS – Sem VI**

**International Marketing Set – 1**

**Time: 45 Minutes**

**Marks: 20**

**Note: All question compulsory.**

**Q.1 Write Short Notes: (Attempt Any 3):**

**Marks: 12**

- a) Features of International Marketing.
- b) Need & Advantages of International Marketing.
- c) Problems in International marketing.
- d) Types of Trade Barriers.

**Q.2. Write in Brief: (Attempt Any 1):**

**MARKS: 8**

- a) Difference between International Marketing and Domestic Marketing?
- b) Explain Political & Demographic Environment?