

**B.A. IN APPAREL DESIGN AND  
MERCHANDISING (BAADM)**

**Term-End Examination**

**December, 2013**

**BFM-060 : INTERNATIONAL MARKETING AND  
TRADE**

*Time : 3 hours*

*Maximum Marks : 100*

*Note : (i) Attempt any five questions.*

*(ii) All questions carry equal marks.*

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1. What are the various ways to enter the international market ? Discuss the strategies. 20
  2. List various trade blocks of the world and their trade relations with India. 20
  3. Distinguish between International marketing and international trade. What are the major challenges of International marketing research ? 20
  4. What are the characteristics of culture ? Discuss the importance of business culture in global market. 20
  5. Discuss the impact of advertising in International market. 20
  6. Explain the Segmentation of International markets on the basis of marketing opportunities. 20
  7. Explain the documents involved in the export trade. 20
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