

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

**Term-End Examination
December, 2012**

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

Time : 3 hours

Maximum Marks : 100

Note : (i) Attempt any five questions.

(ii) Each questions carry equal marks.

1. Explain the process of how an organisation decides to enter into global markets ? 20
2. To decide 'which market to enter' discuss waterfall approach and sprinkier approach with examples. 20
3. What are the various ways to enter into International market. Discuss. 20
4. What is the importance of business culture in global market? 20
5. In International business how can we reduce political vulnerability. Explain various ways. 20

6. Explain seven aspects of negotiations settings which should be manipulated ahead of time, if possible. 20
 7. How we can use social media to attract international business opportunities ? 20
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