

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

**Term-End Examination**

**June, 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.*

1. What is International market ? How it is critical for fashion industry ? 20
2. Discuss the market strategy and methods to enter into international market. 20
3. What are the various types of export finance available to support international business ? 20
4. What are the various modes of entering into international market ? Explain with examples. 20
5. 'Logistics plays an important role in international business'. How ? Discuss the ways how we can achieve smooth logistical support for our business. 20

6. Discuss cultural dynamics in global business with examples. 20

7. How social media can be utilised to further your interests in international business ? Explain. 20

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