

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

**Term-End Examination**

**June, 2014**

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

*Time : 3 hours*

*Maximum Marks : 100*

*Note : There are two parts in the question paper. Both the parts  
are compulsory internal choices are indicated.*

**PART - A  
(Attempt any four)**

1. Short Notes : 5x4=20
- (a) International Marketing
  - (b) Define political risk
  - (c) Characteristics of culture
  - (d) Trade blocks
  - (e) Marketing concepts
  - (f) Dual adaption

**PART - B  
(Attempt any four) 20x4=80**

2. Discuss the use and objectives of advertising in International Marketing.
3. What are the benefits of International Marketing and what are the major challenges to International Market research ?

4. Explain aspects of negotiation settings which should be manipulated ahead of time, if possible.
  5. Explain the criteria for selection of distributor in International Markets.
  6. Discuss various entry methods to International Markets.
  7. What are the documentation required to export the goods out of India ?
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