

Seat No. \_\_\_\_\_

University of Pune  
Department of Management Sciences (PUMBA)  
Executive MBA  
2<sup>nd</sup> Year (Semester – III) External Exam Nov. 2013  
**304(F)- International Marketing**

**Time: 2hrs.**

**Marks: 50**

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**Q.1 Compulsory. Carries 20 marks.**

**Attempt any 3 of the rest. Each of 10 marks.**

Q.1. Describe pros & cons of various Entry modes in foreign markets.

Q.2. What are Tarrif & Non Tarrif barriers? Explain reasons why they are Levied. Give examples.

Q.3. How is the Foreign Trade Policy different than previous EXIM Policy?

Q.4. Describe the 2 schemes introduced by Govt to promote Exports.

Q.5. Describe the complete Export order process from Inquiry stage to Order execution & payment receipt.

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