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NA—152—2022

FACULTY OF COMMERCE

B.Com. (Second Semester) EXAMINATION

MAY/JUNE, 2022

(New Course)

FORIGN TRADE PRACTICES AND PROCEDURES

Paper (UGCVC-FT-IV)

(Global Marketing Management)

(Friday, 17-6-2022)

Time : 9.30 a.m. to 1.15 p.m.

Time— 3.45 Hours

Maximum Marks—75

N.B. :— (i) Question No. 1 is Compulsory.

(ii) Solve all the Questions.

1. Write down objectives or Aims of the Marketing Logistics 20

2. Explain in detail Importance of Marketing Logistics 15

Or

Write down objectives or Aims of Global Business.

3. Write down Problems of Global Marketing. 15

Or

Write Down Features or Nature of Global Marketing.

4. Explain in detail Product Communication Strategy. 15

Or

Write Down Factors Involved in Pricing Policy.

5. Write short notes on (any two) : 10

(i) Economic Environment

(ii) Political Environment

(iii) Labeling

(iv) Counter Trade.

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