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LA—11—2023

FACULTY OF COMMERCE

B.Com. (Third Semester) EXAMINATION

NOVEMBER/DECEMBER, 2023

FOREIGN TRADE PRACTICES AND PROCEDURES

Paper-UGCVC-FT-V

(Basics of Foreign Trade and International Marketing)

(Wednesday, 29-11-2023)

Time : 2.00 p.m. to 5.00 p.m.

Time—3 Hours

Maximum Marks—75

N.B. :— Attempt All questions.

1. Steps in New Product Development Process. 20

2. Write down the *three* stages of the International Product Life-cycle. 15

Or

Explain the Product Packaging.

3. Explain the factors affecting price in International Marketing. 15

Or

Differentiate between Domestic Marketing and International Marketing.

4. Write down the problems faced by International Marketing. 15

Or

Write down the limitations of Foreign Trade.

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

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- (a) Bill of Exchange
- (b) Documents used in Foreign Trade
- (c) Globalization
- (d) Foreign Direct Investment.

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