DHSK COMMERCE COLLEGE

1st Sessional Examination B.Com.6th Semester

(Speciality in Marketing)

Sub: International Marketing

Time: 45Minutes Marks:25

1. Briefly discuss about the nature and scope of International Marketing. 12 ½

Or

Define international marketing. Distinguish between domestic and international marketing. 2 + 10½

1. Briefly discus about environmental factor of International Marketing. 12 ½

Or

What are the factors one need to consider when identifying and selecting Foreign Market?

12 ½