

XEV (H-3) –BBM (8)

2014

Time : 3 hours

Full Marks : 50

Candidates are required to give their answers in their

Own words as far as practicable.

The questions are of equal value.

Answer any five questions.

- 1. Define International Business. Discuss the importance of international business.**
- 2. Explain the present trends of International Trade.**
- 3. What do you mean by International Monetary System?**
- 4. Explain the functions of Asian Development Bank.**
- 5. Elaborate the various characteristics of multinational marketing.**
- 6. What do you mean by product? Throw light on the importance of product in marketing mix.**
- 7. What do you understand by price? Explain the various steps for pricing of a product.**
- 8. Define advertising. Explain the various advertising decisions in international business.**
- 9. Explain the various governmental agencies in India for the promotion of export business.**
- 10. Write short notes on any two of the following :**
 - (a) World Trade Organisation**
 - (b) Foreign exchange control**
 - (c) Channel decisions**
 - (d) State Trading Corporation**