

Institute of Science and Technology
Bachelor of Science in Computer Science & Information Technology
Model Question

Course Title: International Marketing
Full Marks: 80
Course Code: MGT418

Time: 3 hours
Pass Marks: 32
Semester: VII

Group 'A'

Attempt any THREE Questions (3 × 10 = 30)

1. What is International Marketing? Explain the growth of International marketing.
2. Describe about International Marketing Environment. Mention the political risks of international business.
3. What is Global Marketing information system? Explain its components.
4. Describe about structural dynamism in Nepal's foreign trade. Mention the major problems of Nepal's international trade.

Group 'B'

Attempt any TEN Questions (10 × 5 = 50)

5. State the International marketing tasks.
6. Explain about strategic orientations in International marketing.
7. Describe the importance of International cultural knowledge.
8. Mention the scope of international marketing research.
9. What are the challenges of managing brands globally?
10. Explain the distribution patterns in International markets.
11. What is green marketing?
12. Explain the integrated marketing communication in International marketing.
13. Describe the import procedures in Nepal.
14. Point out the key problems in Nepal's International Trade.
15. What is SAPTA?

Set 'B'
Model question

Bachelor Level/VII Semester
Subject: International Marketing
Course No. MGT. 418

Full Marks:80
Pass Marks:32

Group 'A'

Attempt any THREE Questions

(3x10=30)

1. Define International marketing and explain tasks of International Marketing.
2. What do you mean by cultural environment? Describe cultural barriers in International trade.
3. What is Marketing research and mention its process.
4. Describe about the International marketing channels? Explain the distribution patterns in International markets.

Group 'B'

Attempt any TEN Questions

(10x5=50)

5. Describe the strategic orientations in International marketing.
6. State the trade barriers and balance of payments.
7. Briefly explain about WTO.
8. Describe about International Legal disputes.
9. What are the components of Global marketing information system?
10. Mention the political risks of international business.
11. Explain the challenges of managing brands globally.
12. What is green marketing?
13. Describe the export procedure in Nepal
14. Explain the non-governmental agencies for Trade promotion in Nepal.
15. What is SAFTA?