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**THE ANSWERS MUST BE ATTEMPTED ON THE ANSWER SHEET PROVIDED**

**Q.1. Answer the following short questions. (10x3=30)**

- i. Differentiate between tariff and non-tariff barriers through examples.
- ii. Differentiate between domestic marketing and international marketing.
- iii. What is meant by the balance of payment?
- iv. List down the problems associated with secondary data in international marketing research.
- v. How do trade shows facilitate the enlargement of industrial products globally?
- vi. Define the term protectionism.
- vii. Briefly discuss the modern distribution channels globally.
- viii. Write down the modern ways to enter a foreign market.
- ix. Define Professor Geert Hofstede Culture definition.
- x. Define the relationship between cultural values and consumer behavior.

**Answer the following questions. (3x10=30)**

**Q2: What is meant by International Marketing Task? Discuss in detail the uncontrollable factors of International marketing using examples of different countries.**

**Q3: Discuss how management style becomes a hurdle for international marketing.**

**Q4: Discuss in detail the barriers consumer service businesses face to entering an international market.**