

**Bharati Vidyapeeth
(Deemed to be University), Pune
School of Distance Education**

Name of the Assignment Setter:		Mr.Yashwant Kumar			
Course:	BBA (CBCS)	Class:	BBA	Semester:	Vth Semester
Subject:	International Marketing				
Q.1)	Attempt ANY ONE of the Following (1000 Words)				(10)
a)	Define International Marketing? How does International marketing compare and contrast with domestic marketing?				
b)	What are the factors that prompt international business concerns it invest in foreign countries? Discuss giving suitable examples.				
Q.2)	Attempt ANY TWO of the Following (800 Words)				(12)
a)	What are fiscal and non-fiscal barriers in International Business?				
b)	Describe the advantage that a firm derive while entering international business.				
c)	What are the main difficulties in evaluating international marketing strategy?				
d)	Describe the dispute settlement process under WTO. Justify its effectiveness with examples.				
Q.3)	Write Short Notes on (ANY TWO)				(08)
a)	Bill of Lading				
b)	Identify skimming pricing				
c)	Drivers of International Business				
d)	Concept of Trading Environment				
