



WEST BENGAL STATE UNIVERSITY
B.Com. Honours 6th Semester Examination, 2022

FACADSE10T-B.COM. (DSE3/4)

RURAL MARKETING AND INTERNATIONAL MARKETING

Time Allotted: 2 Hours

Full Marks: 50

The figures in the margin indicate full marks.

GROUP-A

1. Answer any **five** questions from the following: 2×5 = 10
- Define the term “Urban Market”.
 - Point out two differences between International Marketing and Domestic Marketing.
 - Highlight the importance of rural marketing.
 - How do you define rural consumers’ attitude?
 - Define the term “Certificate of Origin”.
 - Give two examples of consumable agricultural inputs.
 - What do you mean by export incentives?
 - Point out the characteristics of rural consumers.
 - Define the term “Anti-Dumping” Duty.
 - What do you mean by rural marketing environment?
 - How do you define internationalization of business?
 - Define the term “Bill of Lading”.
 - What do you mean by “Transfer Pricing”?
 - Point out two differences between Product Adaptation and Product Standardization.
 - Give an idea of International Product Life Cycle.
 - Point out two differences between rural marketing and urban marketing.

GROUP-B

2. Answer any **four** questions from the following: 5×4 = 20
- Discuss the process of exporting.
 - Describe the scope of rural marketing.
 - Highlight the different types of Co-operative Marketing.
 - Enumerate the functions of WTO.

- (e) Distinguish between Licensing and Franchising.
- (f) Point out the major challenges in rural marketing.
- (g) Bring out the major limitations of co-operative marketing.
- (h) Describe the different types of tariffs in International Trade.
- (i) Discuss the current position of rural markets in India.
- (j) Explain, in brief, the structure of co-operative system in rural development.
- (k) Enumerate the role of Government in marketing agricultural products.
- (l) Elaborate the documentation procedure in exports.

GROUP-C

3. Answer any *two* questions from the following: 10×2 = 20
- (a) Describe the various payment methods used in International Marketing.
 - (b) Enumerate the various promotional strategies for International Markets.
 - (c) Enunciate the cultural factors influencing buying pattern of rural consumers.
 - (d) Elaborate the different types of distribution channels available in the international market.
 - (e) Discuss the various strategies used for entering new product into foreign markets.
 - (f) Enunciate the various legal and political factors that can pose challenges for international marketers.
 - (g) Enumerate the concept of Global Marketing with the help of EPRG framework.
 - (h) Write a note on the stages in International Product Life Cycle.

N.B. : *Students have to complete submission of their Answer Scripts through E-mail / Whatsapp to their own respective colleges on the same day / date of examination within 1 hour after end of exam. University / College authorities will not be held responsible for wrong submission (at in proper address). Students are strongly advised not to submit multiple copies of the same answer script.*

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