

CSC418-2080 ☆

Tribhuvan University
Institute of Science and Technology
2080
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Bachelor Level / Fourth Year/ Seventh Semester/ Science
Computer Science and Information Technology (MGT418)
(International Marketing)

Full Marks: 80
Pass Marks: 32
Time: 3 hours.

Candidates are required to give their answers in their own words as far as practicable.
The figures in the margin indicate full marks.

Section A

Attempt any THREE questions.

[3×10=30]

1. What is political system or environment? Explain the political risks of international business.
2. Define international marketing research. Explain the process of research.
3. What are international marketing channels? Describe the distribution patterns in international markets.
4. State and explain the key problems in Nepal's international trade.

Section B

Attempt any TEN questions.

[10 × 5 = 50]

5. What are tariffs and quotas?
6. Describe the movements of WTO against the trade restrictions.
7. Mention about Regional trading blocks.
8. Explain the importance of international cultural knowledge.
9. Describe the international legal disputes and dispute resolution methods.
10. Explain the sources of global marketing information.
11. What do you mean by green marketing?
12. Discuss about price escalation and its effects in international pricing.
13. Mention the import and export sources.
14. Describe about SAFTA.
15. Mention the non-governmental agencies for trade and export promotions of Nepal.