

Tribhuvan University
Institute of Science and Technology
2079



Bachelor Level / Fourth Year/ Seventh Semester/ Science
Computer Science and Information Technology (MGT418)
(International Marketing)
(NEW COURSE)

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. Define international marketing. Explain about the growth and development of international marketing.
2. What do you mean by cultural environment? Describe the importance of cultural knowledge in international marketing.
3. Mention about international marketing research. Explain the process of international marketing research.
4. State the structural dynamism in Nepal's Foreign trade. Describe the import and export procedures and documentations of Nepal's international trade.

Section B

Attempt any TEN questions.

[10 × 5 = 50]

5. Explain about international marketing tasks.
6. What do you mean by Regional trading blocks?
7. Describe the five major political risks of international business.
8. Mention about Global marketing information system.
9. Explain the distribution patterns in international markets.
10. What are the major challenges of managing brands globally.
11. Write down the main objectives of WTO.
12. Mention the movement against trade restrictions.
13. What is green marketing?
14. Explain the institutional mechanism for international trade.
15. What are the main features of the SAFTA?