

3. Explain the pricing decision in international market.
4. Explain the export promotion and export financing.
5. What are the government policies of exporting and importing?
6. Explain the "Industrial Advertising?"
7. What are role of personal selling in industrial marketing?
8. What are the Agricultural pricing policies in India?
9. Explain the role of Quasi Governmental Agencies.
10. Discuss in detail the marketing of dairy products.

Register Number :

Name of the Candidate :

**7 1 6 6**

**P.G. DIPLOMA EXAMINATION, 2013**

(MARKETING MANAGEMENT)

(FIRST YEAR)

(PAPER - IV)

**140. MULTINATIONAL INDUSTRIAL AND AGRICULTURAL MARKETING.**

May ]

[ Time : 3 Hours

Maximum : 100 Marks

*Answer any FIVE questions.*

*ALL questions carry equal marks.*

( 5 × 20 =100 )

1. Define multinational marketing, What are the characteristics of multinational marketing?
2. Short note:
  - (a) SDR.
  - (b) Exchange rate restriction..

**Turn Over**