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Integrated Marketing Communication - StuDocu

Some of the frequently asked exam questions on international marketing are as follows: Q.1. State and discuss the principle underlying international trade. Ans. International trade is a trade among countries or different geographical areas. The earliest trade between countries occurred when they were able to supply one another with goods which they were unable to produce for themselves.

Exam Questions on International Marketing

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international marketing and its economic, political, legal, social and cultural environment. Particular attention is paid to the issues of methods and tools of international marketing activities, trade and pricing, tools to promote a product in the foreign market. For students and academics.

Introduction to International Marketing : Questions & Answers

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The final exam will be essay questions. Each student will also prepare an international marketing project proposal (the Project) which will run for the duration of the course and which will have the following deliverables: (i) A power point presentation, and (ii) A written report. (See Details Below). Grading: