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① International capital movement means this is the one of the international capital which import from the foreign. It called international capital movement means all the countries are participating in the movement.

* Types of International Capital Movement:

① Private and government Capital:
 Means it is the one of the private capital.

PADUA COLLEGE OF COMMERCE AND MANAGEMENT
Nanthur, Mangalore - 575 004

INTERNAL EXAMINATION ANSWER SHEET

Name of the student: Shilpa S. Shetty
 and B.com B
 International Trade Finance.
 Name of the invigilator: [Signature]

Roll No: 170264
 Date: 20.2.2019
 No. of additional sheets used: 0
 Signature of the student: [Signature]

Question Numbers & Marks Table

Q.No	a	b	c	d	e	f	g	h	i	j	total
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of rising price of the firm 3) poor 4) ...
 (1) Demand problem (2) Technical & production problem
 (3) Inadequate sales force (4) Weakness in distribution
 (5) Lack of good advertisement copy
 (6) Low value of suggestive value (7) Considering value
 (8) Inconvenience value (9) Sentimental value
 (10) Subjective value (11) Educative value (12) Useful
 (13) Simplicity.

Process of recruitment
 (1) Job analysis (2) Personal analysis (3) Tapping the
 (4) Various sources of recruitment (5) Careful selection
 (6) Candidates (7) Appointment agreement

Training of Salesman
 Sales training of Salesman in that continuous
 process which tells the salesman as to what
 they should do shows them what they should
 do tells them to do it & checks their doing
 and making sure that they are upto the expectation

Methods of training
 (1) Organization of lectures (2) Conducting of sales
 conferences (3) Supply sales manuals (4) Arranging
 correspondence (5) Sending the salesman to further
 offering course on Salesmanship (6) Arranging for
 apprenticeship (7) Provision of visual training
 (8) Product life cycle (9) Sales diagram (10) CRM

Factors affecting the life cycle
 (1) Rate of technical change
 (2) Rate of market acceptance & customer acceptance
 (3) Ease of competitive entry
 (4) Risk bearing capacity of the enterprise
 (5) Economic & managerial forces of enterprise
 (6) Protection by patents
 (7) Goodwill & image of the enterprise
 (8) Marketing strategies to be adopted during
 life cycle of product
 (9) Introductory stage
 (10) Growth stage
 (11) Maturity stage
 (12) Saturation stage

COMMERCE AND MANAGEMENT

Mangalore - 575 004

MINIANSWER SHEET

Roll No: 160253

Date: 1/10/18

No. of additional sheets used:

Signature of the student: *[Signature]*

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Name and Signature of the Valuator						Grand Total

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 Re-exam 1000
 01/10/18
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I 3) Different product mix strategies

There is 4 different product mix strategies are there.

- 1) width of product mix
- 2) Length of product mix
- 3) Depth of product mix
- 4) consistency of product mix

1) width of product mix:

there is too width of product mix and there is so many product launching in same

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Nanthur, Mangalore - 575 004

INTERNAL EXAMINATION ANSWER SHEET

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Date : 1/10/18

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Signature of the student :

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01/10/18

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1) width of product mix :

there is too width of product mix and there is so many product

Brand of same company
many different product
product mix

1) length of product mix:-
This is also same but product
brand is same but particular combination
change this called length of product

2) depth of product mix:-
There is so many brand product
in India and there is Brand name
product is same this called depth

3) consistency of product mix
one people like their product
should buy their brand product
like their product and their shopping

According to "Anderson product
utilateral utility consisting of various
features & Recompiling service

features

- 1) physical attributes
- 2) Intangible attributes
- 3) associated attributes.
- 4) exchange value.
- 5) consumer satisfaction
- 6) Business satisfaction.

new product development

new product development it is a product
of genuine innovation which serves is nearly is
reproduction in a entirely new way

new product stages one follows

1) Generation of idea :-

There lot of people is there to tell new new
idea to new Generation new product

2) calculation or scoring of product :-

There is so many thing is there to calculate
and put one nice and good thing put on new
product feature and it is important

3) Business analysis :-

There is lot of example to Analyse on
problem in one particular Business there is
discussion b/w them and analyse it to

4) product development :-

one Business should sale business there is
one product is there and we should change or
develop that product period by period.

5) test marketing

one sale Business we should put one demo item in
Business and test our market how it will work
on Business after we should take one step
forward in Business

Factor influencing a advertisement Budget