# INTERNATIONAL MARKETING (DSE A - 506)

T.Y.B.B.A. (IB) (Sem. - V)

Dr. Sheetal M. Randhir

- Dr. Neha Shantanu Puranik
- Dr. Kabir G. Kharade

Choice Based Credit System (CBCS)

As Per New Syllahus 2021



SUCCESS PUBLICATIONS

This Text Book is useful for Savitribai Phule Pune University and other Universities as well as Competitive Exams.

# Legal Dimensions in International Marketing U

T.Y.B.B.A. (IB) Sem. - V (DSE A - 506)

Dr. Sheetal M. Randhir

(M.Com., G.D.C. & A., NET, Ph.D.)

Tikaram Jagannath College of Arts, Commerce and Science, Khadki, Pune. \*

Dr. Neha Shantanu Puranik

(M.Com., MPBA., DTL., DCM., SET., M.Phil., Ph.D.)

Huzurpaga Mahila Vanijya Mahavidyalaya, Pune. \*\*\*\*\*\*\*\*\*\*\*\*

Dr. Kabir G. Kharade

(M.Com., Ph.D.)

Department of Computer Science at Shivaji University, Kolhapur.

2021

Price: 105/-



### Preface

It is a matter of great pleasure for us to present this book to our esteemed readers. This book has been designed as standard text on 'Legal Dimensions in International Marketing (II)' for T.Y.B.B.A. (IB).

This book comprehensively covers the entire syllabus of T.Y.B.B.A. (IB). (Sem.-V). Course of Savitribai Phule Pune University effective from 2021 onwards. It has been written to meet the requirements of students of T.Y.B.B.A. (IB). (Sem. - V). Some of the special features of the book are as follows:

- 1. Full coverage of the revised syllabus of T.Y.B.B.A. (IB).
- 2. Chapter outline at the beginning of each chapter to give a bird's eye view of the topics covered in the chapter.
- 3. Point wise explanation of each topic in the chapter.
- Topics are logically arranged in numbered paragraphs exactly according to the modified syllabus.
- 5. Proposed questions at the end of each chapter.
- 6. Extensive use of diagrams, tables and various forms to give visual view of key concepts and techniques.
- 7. Conversational, lucid and simple language.

Every effort has been made to provide the readers with most up-to-date and authentic material on the subject.

We are very grateful to our publisher Mrs. and Mr. Rajesh Patne who have rendered all possible assistance in bringing out this book. We wish to acknowledge our deep gratitude to staff who have assisted and helped us in preparing this book. We will consider our efforts amply rewarded in case the book proves useful to the students and teachers of the subject.

Suggestions of readers are welcome and shall be acknowledged with gratitude. With best wishes.

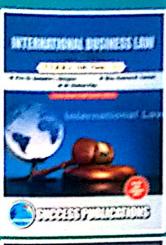
By Authors

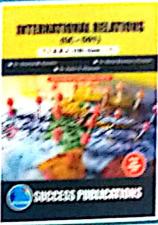
#### INDEX

#### T.Y.B.B.A. - IB (Sem. - V) Legal Dimensions in International Marketing (II)

Course Code: DSE A - 506

Unit	Topic	Page No.
1.	Introduction to International Finance	1.1 to 1.18
	<ul><li>1.1 International Trade Law</li><li>1.2 International Sales Agreements</li><li>1.3 International Commercial Arbitration</li></ul>	
2.	Institutional Environment& Anti- Dumping Duties	2.1 to 2.15
	<ul><li>2.1 Trade Related institutions</li><li>2.2 Anti-Dumping</li></ul>	,
3.	Regulations and Treaties	3.1 to 3.28
	<ul> <li>3.1 Trade Regulations and Treaties relating to Licensing</li> <li>3.2 Regulations &amp; Treaties Relating Joint Ventures (JVS)</li> <li>3.3 Treaty/Legal Provisions Relating to Patents</li> <li>3.4 International Treaty/Legal Provisions Relating to Trade Marks</li> <li>3.5 International Treaty/ Legal Provisions Relating to Technology Transfer</li> <li>3.6 International Treaty/ Legal Provisions Relating to Telecommunications</li> <li>3.7 Taxations Treaties</li> </ul>	
4.	Legal and Ethical Issues in International  Marketing	4.1 to 4.16
	<ul> <li>4.1 International Business Disputes</li> <li>4.2 Ethical Consideration in International Marketing</li> <li>4.3 Taxation of Foreign Income</li> <li>4.4 Foreign Investment</li> </ul>	·

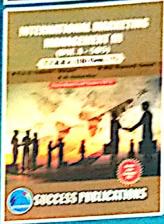


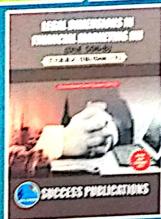














**All Semesters Available** 

ISBN: 978-93-24457-59-5



## SUCCESS PUBLICATIONS

Address: Radha Krishna Apartment, 535, Shaniwar Peth, Appa Balwant Chowk, Opp. Prabhat Theatre, Pune - 30. Ph. No. 24434662, Mobile: 9325315464

Ph. No. 24434002, Mobile: 9323315404 E-mail: sharpgroup31@rediffmail.com Website: www.sharpmultinational.com PT-3774