

**CARMEL COLLEGE OF ARTS, SCIENCE & COMMERCE FOR WOMEN  
NUVEM - GOA**

**B.A / B.Com / B.Sc CBCS Semester V Examination, January 2021**

**Subject Code: COD 103      Subject Name: International Marketing Management**

**Total Marks: 80**

**Duration: 2 Hrs**

**Total No. of Pages: 02**

**Instructions:** 1. All questions are compulsory.

2. Figures to the right indicate marks.

**Q.I. Answer any FOUR from the following. (4x4=16)**

- a) Explain the concept of International Marketing.
- b) Write a short note on the importance of international marketing research.
- c) Discuss any two factors affecting international marketing environment.
- d) Explain any four advantages of licensing.
- e) Discuss any four functions of Special Economic Zones.
- f) Write a short note on Direct Investment.

**Q. II. Answer any FOUR from the following. (4x4=16)**

- a) Explain any four features of Labelling.
- b) Explain any two types of Dumping.
- c) Why international advertising is important for a business?
- d) Discuss the importance of export marketing communication.
- e) Write a short note on Trade fairs and Exhibitions.
- f) Explain any four types of price quotations.

**Q.III. (A) Discuss the challenges faced by business organisations in international marketing. 12**

**OR**

**(B) What is domestic marketing? Differentiate between domestic marketing international marketing. 12**

**Q.IV. (A) What are joint ventures? Explain its advantages and disadvantages. 12**

**OR**

**(B) What are export processing zones? Enumerate the features and functions of export processing zones. 12**

Q.V. (A) What is international pricing? Explain the various pricing strategies followed by a company in the international market. **12**

OR

(B) Enumerate the various factors affecting international product pricing. **12**

Q.VI. (A) What are international market intermediaries? Explain the various types of international market intermediaries. **12**

OR

(B) Discuss the elements of export marketing communication mix. **12**

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