

**CARMEL COLLEGE OF ARTS, SCIENCE & COMMERCE FOR WOMEN, NUVEM-GOA**  
**B.Com CBCS Semester V (Repeat) Examination,**  
**July/August 2021**

**Subject Code: UCOD103**

**Subject Name: International Marketing Management**

**Total marks: 30**

**Duration: 2 Hours**

**Total No of Pages: 01**

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*Instructions: 1. All questions are compulsory*

*2. Figures to the right indicate marks .*

**Q1. Answer any FIVE from the following:(5x2=10)**

1. What do you mean by international marketing?
2. State any two advantages of licensing?
3. Mention any two functions of Special Economic zones?
4. Write a short note on Direct Investment.
5. State any two types of dumping.
6. Mention any two types of price quotations.
7. Discuss the importance of international advertising.
8. What are trade fairs and exhibitions?

**Q2. Answer any FOUR from the following:(4x5=20)**

1. State any five challenges faced by business organizations in international marketing
2. State any five points of difference between domestic and international marketing.
3. Discuss any five advantages of joint ventures.
4. State any five functions of EPZ.
5. Enumerate any five factors affecting international product pricing.
6. State any five types of international market intermediaries.

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