

**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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