

**CARMEL COLLEGE FOR ARTS, SCIENCE AND COMMERCE FOR WOMEN,
NUVEM, GOA**

B.Com. CBCS (Semester-V) Regular Examination, January 2022

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| Course Code: UCOD103 | Course Name: International Marketing management (DSE 1) | Total No. of Pages: 01 |
| Total Marks: 80 | Duration: 2 hours | |

Instructions: 1) All questions are compulsory.
2) Figures to the right indicate maximum marks.

(4x4=16 Marks)

1. Answer **any four** of the following:

- a) Explain the importance of international marketing research.
- b) Write any four features of international marketing.
- c) Mention any four objectives of international marketing management.
- d) What is a trade block?
- e) Write a short note on Export processing Zones.
- f) Briefly explain the functions of Special economic zones.

(4x4=16 Marks)

2. Answer **any four** of the following:

- a) State any four features of packaging.
- b) Briefly explain in what way a trademark is different from a brand
- c) Explain any two types of dumping.
- d) Briefly explain the importance of export marketing communication.
- e) Write a short note on trade fairs and exhibitions.
- f) Explain the concept of international advertising.

3) a. Discuss the challenges faced by the business organizations in international marketing. **(12 Marks)**

OR

b. Explain the concept on international marketing. Distinguish between international marketing and domestic marketing. **(12 Marks)**

4) a. Discuss licensing as an international market entry strategy. Explain its merits and demerits. **(12 Marks)**

OR

b. What are joint ventures? Discuss its advantages and disadvantages. **(12 Marks)**

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

OR

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

6) a. What are international market intermediaries? Explain the types of international market intermediaries. **(12 Marks)**

OR

b. Discuss the various tools of export marketing communication Mix. **(12 Marks)**