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T.Y.B.Com Semester V (CBCS) Ordinance

EXAMINATION MAY 2023

Business Management Major I : International Marketing Management

[Time: 2 Hours]

[Max. Marks:80]

Instructions: 1) All questions are compulsory, however internal choice is available.

2) Answer sub-questions in Question No. 1 and Question No. 2 in not more than 100 words each.

3) Answer Question No. 3 to Question No. 6 in not more than 400 words each.

4) Figures to the right indicate maximum marks allotted to the questions.

Q1 Answer any four of the following:

(4x4=16)

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

Q2 Answer any four of the following:

(4x4=16)

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

Q3

- Discuss the challenges faced by the business organizations in international marketing.

12

OR

- Explain the concept on international marketing. Distinguish between international marketing and domestic marketing.

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- Q4 a) Discuss licensing as an international market entry strategy. Explain its merits and demerits. 12

OR

- b) What are joint ventures? Discuss its advantages and disadvantages. 12

- Q5 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

- Q6 a) What are international market intermediaries? Explain the types of international market intermediaries. 12

OR

- b) Discuss the various tools of export marketing communication Mix. 12