

SARASWAT VIDYALYA'S  
SRIDORA CACULO COLLEGE OF COMMERCE & MANAGEMENT STUDIES  
KHORLIM, MAPUSA – GOA

B.COM – FIFTH SEMESTER END EXAMINATION – JANUARY 2021

(W.E.F- 2019-20)

SUBJECT: BUSINESS MANAGEMENT MAJOR I: INTERNATIONAL  
MARKETING MANAGEMENT

[Duration: Two 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.
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**Q1. Answer any four of the following:** (4X4=16)

- a. Distinguish between international and domestic marketing (any 2 points).
- b. What is the importance of international marketing?
- c. What are export promotion organizations? Explain any two reasons for export promotion.
- d. What do you mean by special economic zone? What are its features?
- e. What are the advantages and disadvantages of licensing?(any 2 each)
- f. Write a short note on importance of international marketing research.

**Q2. Answer any four of the following:** (4X4=16)

- a. What is dumping? Explain the types of dumping.
- b. Explain any two factors affecting international product pricing.
- c. Why is international advertising important?
- d. Discuss the concept of trade fairs and exhibitions.
- e. Explain any two types of intermediaries in international markets.
- f. Explain the importance of packaging.

**Q3. a. What is international marketing environment? What are its components.** (12)

**OR**

**b. What are the difficulties faced by business organizations in international marketing?** (12)



**Q4.** a. What are the different strategies of entry into international markets? (12)  
Write a short note on each strategy.

**OR**

b. What are trade blocs? Explain the levels and characteristics of trade blocs. (12)

**Q5.** a. Explain the various pricing strategies in international markets. (12)

**OR**

b. What are price quotations? Explain in brief any six types of quotes. (12)

**Q6.** a. Discuss the importance of export marketing communication. (12)

**OR**

b. What is export marketing communication mix? Discuss in brief each of its components/tools. (12)

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