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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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