

**SARASWAT VIDYALYA'S**  
**SRIDORA CACULO COLLEGE OF COMMERCE & MANAGEMENT STUDIES**  
**KHORLIM, MAPUSA – GOA**  
**B.COM – FIFTH SEMESTER END EXAMINATION – JANURARY 2022**  
**(W.E.F 2018-19 CBCS)**

**SUBJECT: DSE 1 – 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 questions from the following: (4X4 = 16)**

- a) List out the features of international marketing.
- b) Explain any two objectives of international marketing.
- c) Explain any two global factors of international marketing environment.
- d) What are the reasons for companies to enter international markets?  
(Any two)
- e) Elaborate on the concept of trade blocs.
- f) What are export promotion measures? What are the reasons for export promotion?

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

- a) What do you understand by global branding? Give two examples of global brands.
- b) Discuss about the concept of trademarks.
- c) What do you understand by skimming? When can this strategy be used?
- d) Discuss the concept of International distribution.
- e) What do you mean by dumping? Explain in brief the different types of dumping.
- f) Importance of export communication. (List out any four points)

**Q3.** a) Differentiate between international marketing and domestic marketing. (Any six points) (12)

OR

b) Explain the different challenges faced by marketers in international markets. (Any six) (12)

**Q4.** a) Discuss about **licensing** as an entry strategy in international markets. (12)  
What are its advantages and disadvantage?

OR

b) Discuss about **joint venture** as an entry strategy in international markets. What are its advantages and disadvantage? (12)

**Q5.** a) What do you understand by packaging? Explain the importance of packaging. (12)

OR

b) Explain the pricing strategies used in international markets. (Any six) (12)

**Q6.** a) Discuss about **direct investment** as an entry strategy in international markets. What are its advantages and disadvantage? (12)

OR

b) Explain the different modes of communication in the export communication mix. (12)

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