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T. Y. B.Com. (CBCS) (Semester -V)
EXAMINATION NOVEMBER 2022
Business Management Major-I
International Marketing Management

[Duration : 2 Hours]

[Total Marks : 80]

Instructions:

- i. All questions are compulsory, however internal choice is available.
- ii. Answer sub-questions in Question No. 1 and Question No. 2 in not more than 100 words each.
- iii. Answer Question No. 3 to Question No. 6 in not more than 400 words each.
- iv. Figures to the right indicate maximum marks allotted to the questions.

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

(4 x 4 = 16)

- a) Explain the concept of International Marketing.
- b) Write a short note on the importance of international marketing research.
- c) Discuss any two factors affecting international marketing environment.
- d) Explain any four advantages of licensing.
- e) Discuss any four functions of Special Economic Zones.
- f) Write a short note on Direct Investment.

Q.2 Answer any four of the following:

(4 x 4 = 16)

- a) Explain any four features of Labelling.
- b) Explain any two types of Dumping.
- c) Why international advertising is important for a business?
- d) Discuss the importance of export marketing communication.
- e) Write a short note on Trade fairs and Exhibitions.
- f) Explain any four types of price quotations.

Q.3 a) Discuss the challenges faced by business organisations in international marketing.

(12)

or

b) What is domestic marketing? Differentiate between domestic marketing international marketing.

(12)

Q.4 a) What are joint ventures? Explain its advantages and disadvantages.

(12)

or

b) What are export processing zones? Enumerate the features and functions of export processing zones.

(12)

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- Q.5 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)
- Q.6 a) What are international market intermediaries? Explain the various types of international market intermediaries. (12)
- or
- b) Discuss the elements of export marketing communication Mix. (12)