

SARASWAT EDUCATION SOCIETY'S
SRIDORA CACULO COLLEGE OF COMMERCE & MANAGEMNT STUDIES
KHORLIM, MAPUSA, GOA.
T.Y.BCOM FIFTH SEMESTER END EXAMINATION NOVEMBER 2023

SUBJECT: BUSINESS MANAGEMENT MAJOR I – INTERNATIONAL MARKETING
MANAGEMENT (DSE1)

[Duration: Two Hours]
(W.E.F 2019-20) (CBCS)

[Max Marks: 80]
Total No. of Printed Pages: 02

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** questions from the following: (4X4 = 16)

- a) List out the features of international marketing.
- b) Describe the social and cultural environments as components of international marketing environment.
- c) Discuss the importance of Marketing Research in international marketing.
- d) What are the reasons for companies to enter international markets?
(Any two)
- e) Elaborate on the concept of trade blocs.
- f) Explain Joint Venture as an entry strategy in international markets.

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

- a) Define global branding? Give two examples of global brands.
- b) State and explain any two types of price quotations in international markets.
- c) What do you understand by dumping? Explain in brief the different types of dumping.
- d) Discuss the concept of international distribution.
- e) State and explain any two types of pricing policies.
- f) Importance of export communication. (List out any four points)

Q3. a) Explain the components of International Marketing Environment (12)
(Any six components)

OR

- b) Differentiate between international marketing and domestic marketing. (Any six points) (12)

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

OR

- b) Explain the concepts of Export Promotion Organization, Special Economic Zones and Export Processing Zones. (12)

- Q5. a) Explain the factors that affect pricing strategies used in international markets. (Any Six) (12)

OR

- b) Describe the concept of Packaging in the context of International Marketing? Why is it important? (Any five points) (12)

- Q6. a) Explain the importance of Export Marketing Communication. (Any six points) (12)

OR

- b) Explain the different types of intermediaries in International Market. (12)

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