

UCOD103

Total No. of Printed Pages: 2

T.Y.B.Com Semester V (CBCS) Ordinance

EXAMINATION APRIL 2024

Business Management: International Marketing Management

[Time: 2:00 Hours]

[Max. Marks: 80 ]

- Instructions:** 1. All questions are compulsory however internal choice is available  
2. Answer sub-questions in Question No1 and 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 of the following: (4x4=16)

- State any four features of joint Venture.
- Distinguish any two points of difference between domestic marketing and international marketing.
- Explain the importance of international marketing research.
- State any four objectives of international marketing.
- Write a short note on Free trade Zone.
- Explain the concept of Trade Block.

Q2 Answer any FOUR of the following: (4x4=16)

- Explain the concept of Trademark.
- State any four special considerations for packaging.
- Write a short note on Trade fairs and exhibitions.
- Discuss the importance of international Advertising.
- What do you mean by personal selling?
- Explain the concept of Global Branding.

Q3 a) Discuss the challenges faced by business organizations in international marketing. (12)

OR

b) Explain the factors affecting the international marketing environment. (12)



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- Q4 a) Discuss the different international market entry strategies for a business organization. (12)

OR

- b) What are special economic zones? Explain its features. (12)

- Q5 a) Explain in detail the various international pricing strategies. (12)

OR

- b) Enumerate the factors affecting international product pricing. (12)

- Q6 a) What are international market intermediaries? Explain the types of international market intermediaries. (12)

OR

- b) Discuss the tools or elements of export marketing communication Mix. (12)