



GOA UNIVERSITY

Bachelor of Commerce (Sem-VI) (NEP))

Subject Name: Business Management (CBM)

Paper Title: **International Marketing (Major)**

Paper Code: **CBM-306**

Duration: **2:00 Hours**

Total Marks: **80**

Instructions:

1. All questions are compulsory. However, internal choice is available for Q.2 to Q.5
2. Questions of 02 marks to be answered in not more than 50 words, each.
3. Questions of 04 marks to be answered in not more than 100 words, each.
4. Questions of 12 marks to be answered in not more than 400 words, each.
5. Figures to the right indicate maximum marks allotted to the questions/sub-questions.

Q.1 Answer the following.

(2 marks x 8 = 16 marks)

- a) State any two objectives of International Marketing.
- b) State the meaning of Domestic Marketing.
- c) Outline the meaning of Outsourcing.
- d) List out any two functions of Free Trade Zones.
- e) State any two functions of Packaging.
- f) Outline the meaning of Skimming Pricing.
- g) What is meant by International Advertising?
- h) Recall the meaning of Personal Selling.

Q.2 A) Discuss the importance of International Marketing Research.

(12 marks)

OR

B) Explain the features of International Marketing.

(12 marks)

C) Interpret how Socio-Cultural factors affect the international marketing environment.

(4 marks)

Q.3 A) Illustrate the merits and demerits of Direct Investments and Joint Ventures as international market entry strategies.

(12 marks)

B) Explain how Trade blocks benefit member countries in international trade.

(4 marks)

OR

C) Discuss the functions of Special Economic Zones.

(4 marks)

Q.4 A) Comment on different types of Price Quotations used in import-export transactions.

(12 marks)

Examination April 2026

B) Illustrate the benefits associated with Global Branding. (4 marks)

OR

C) Enumerate the factors influencing Product Adaptation in the international market. (4 marks)

Q.5 A) Analyze the role of different types of International Market Intermediaries. (12 marks)

B) Examine how Trade Fairs and Exhibitions influence buying behavior in international markets. (4 marks)

OR

C) Comment on any two components of Export Marketing Communication Mix. (4 marks)