



GOA UNIVERSITY

B.Com Semester - V (CBCS)

Subject Name: Business Management

Major I

Paper Title: International Marketing Management

Paper Code: UCOD103

Duration: 2:00 Hours

Total 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.

Q.1. Answer **any four** of the following: (4x4=16)

- a) Explain the concept of international marketing.
- b) Discuss any four importance of international marketing research.
- c) Discuss any four features of international marketing.
- d) Explain in brief any four limitations of direct investment.
- e) Write a short note on Special Economic Zone.
- f) Write a short note on Export Processing Zone.

Q.2. Write short notes on **any four** of the following: (4x4=16)

- a) Global branding.
- b) Types of dumping (Any two)
- c) Trademarks
- d) Trade fairs and exhibitions.
- e) International advertising
- f) Export marketing communication mix.

Q.3.a. Explain the factors affecting the international marketing environment. (12 marks)

OR

- b. Discuss the challenges faced by business organizations in international marketing.

Q.4.a. Discuss in detail the Licensing as an international market entry strategy. (12 marks)

OR

- b. What are joint ventures? Explain in brief advantages and disadvantages of joint ventures.

Q.5.a. Explain the special considerations in international packaging. (12 marks)

OR

- b. Explain in detail the factors affecting international product pricing.

Q.6.a. Discuss in detail the types of international market intermediaries. (12 marks)

OR

- b. Explain the various price quotations used in international marketing.