Examination October 2026

Repeat

UCOD103

GOA UNIVERSITY

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

Subject Name: Business Management: International Marketing Management

Paper Title: International Marketing Management **Paper Code: UCOD103**

Duration: 2:00 Hours **Total Marks: 80**

Instructions:
i. All questions are compulsory; however, internal choice is available.
ii. Answer sub-questions in Q.1 and Q. 2 in not more than 100 words each.
iii. Answer Q.3 to Q.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. **(4x 4=16)**

a) Explain any four features of International Marketing.
b) Explain in brief any four challenges in International Marketing.
c) What do you mean by International Marketing Research?
d) Explain in brief the Trade Blocks.
e) Write a short note on Joint Ventures.
f) Write a short note on Special Economic Zones.

Q. 2. Answer any four of the following. **(4x 4=16)**

a) Write a short note on Global Branding.
b) Write a short note on Trademarks.
c) Explain in brief the advantages of Packaging.
d) Write a short note on Trade Fairs.
e) Explain in brief the importance of Export Marketing Communication.
f) Write a short note on International Advertising.

Q. 3. A Differentiate between Domestic Marketing and International Marketing. **12**

OR

Q. 3. B Explain the factors affecting the International Marketing Environment. **12**

Q. 4. A Explain Licensing as an International Market Entry Strategy. Discuss its merits and demerits. **12**

OR

Q. 4. B Write a detailed note on Export Processing Zones. **12**

X8YE6181EX8YE6181EX8YE6181EX8YE6181E

Q. 5. A	What is Dumping? Explain the different types of Dumping Strategies.	**12**
	OR	
Q. 5. B	Explain the different types of International Pricing Strategies.	**12**
Q. 6. A	Discuss the tools of the Export Marketing Communication Mix.	**12**
	OR	
Q. 6. B	Explain the types of International Market Intermediaries.	**12**

X8YE6181EX8YE6181EX8YE6181EX8YE6181E