Examination October 2026

CBM-306

GOA UNIVERSITY

T.Y.B.COM. (NEP) (Semester-VI)

Subject Name: International Marketing

Paper Title: International Marketing **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) Define International Marketing.
b) Reproduce the meaning of International Marketing Research.
c) State the meaning of Greenfield Investments.
d) List out any two functions of Export Processing Zones.
e) Outline the meaning of Premium pricing.
f) What is a Trademark?
g) What is meant by International Marketing Intermediaries?
h) State any two importance of Export Marketing Communication Mix.

Q.2 A) Distinguish between International Marketing and Domestic Marketing.(12 marks)

OR

B) Discuss the Challenges faced by business organizations in International Marketing. (12 marks)

C) Interpret how Political and Technological factors affect the International Marketing Environment. (4 marks)

Q.3 A) Identify the benefits associated with Licensing and Franchising. (12 marks)

B) Discuss the functions of Trade Blocks. (4 marks)

OR

C) Discuss the functions of Free Trade Zones. (4 marks)

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Q.4 A) Analyze the various functions of Packaging & Labelling in international marketing. (12 marks)

B) Illustrate the factors affecting International Pricing. (4 marks)

OR

C) Comment on any two types of Dumping. (4 marks)

Q.5 A) Analyze the Components of Export Marketing Communication Mix and explain its' contribution in International Market Promotion . (12 marks)

B) Discuss the significance of Trade Fairs and Exhibitions. (4 marks)

OR

C) Examine the importance of Advertising in international marketing. (4 marks)

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