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**T. Y. B.Com. (CBCS) (Semester -V)  
EXAMINATION NOVEMBER 2022  
Business Management Major-I  
International Marketing Management**

**[Duration : 2 Hours]**

**[Total Marks : 80 ]**

**Instructions:**

- i. All questions are compulsory, however internal choice is available.
- ii. Answer sub-questions in Question No. 1 and Question No. 2 in not more than 100 words each.
- iii. Answer Question No. 3 to Question No. 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:**

**(4 x 4 = 16)**

- a) Explain the concept of International Marketing.
- b) Write a short note on the importance of international marketing research.
- c) Discuss any two factors affecting international marketing environment.
- d) Explain any four advantages of licensing.
- e) Discuss any four functions of Special Economic Zones.
- f) Write a short note on Direct Investment.

**Q.2 Answer any four of the following:**

**(4 x 4 = 16)**

- a) Explain any four features of Labelling.
- b) Explain any two types of Dumping.
- c) Why international advertising is important for a business?
- d) Discuss the importance of export marketing communication.
- e) Write a short note on Trade fairs and Exhibitions.
- f) Explain any four types of price quotations.

**Q.3 a) Discuss the challenges faced by business organisations in international marketing.**

**(12)**

**or**

**b) What is domestic marketing? Differentiate between domestic marketing international marketing.**

**(12)**

**Q.4 a) What are joint ventures? Explain its advantages and disadvantages.**

**(12)**

**or**

**b) What are export processing zones? Enumerate the features and functions of export processing zones.**

**(12)**

- Q.5    a) What is international pricing? Explain the various pricing strategies followed by a company in the international market. (12)
- or
- b) Enumerate the various factors affecting international product pricing. (12)
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- Q.6    a) What are international market intermediaries? Explain the various types of international market intermediaries. (12)
- or
- b) Discuss the elements of export marketing communication Mix. (12)