

Vidya Vikas Mandal's
Shree Damodar College of Commerce and Economics, Margao-Goa
TY B.Com, Semester-V, Semester End Examination November, 2023
Subject Title: International Marketing Management (COD 103)
Business Management DSE I

Duration: 2hrs

Max Marks: 80

Instruction: 1. All questions are compulsory
2. Start each question on a fresh page
3. Figures to the right indicate maximum marks

01. Write short notes: (Any 4) (4X4=16 Marks)
a) Types of mergers & acquisitions.
b) Objectives of international marketing.
c) Joint Venture.
d) Micro level effects of international business.
e) OPEC.
f) Macro level benefits of international marketing.
02. Answer the following Question: (Any 4) (4X4=16 Marks)
a) Illustrate the concept of global branding.
b) Explain the importance of international advertising.
c) Discuss the Special Considerations in packaging International Marketing.
d) Outline the personnel selling in promotion mix.
e) Explain the types of dumping.
f) Illustrate the advantages of trade fair & exhibitions.
03. A). Explain the challenges encountered by businesses in International Marketing. (12 Marks)
OR
B). Differentiate between international marketing and domestic marketing (12 Marks)
04. A) Explain the salient features of SEZ. (12 Marks)
OR
B). Describe the different modes of entry strategies in international market.
05. A) Describe the factors affecting International Product Pricing. (12 Marks)
OR
B) Illustrate the different types of pricing quotation.
06. A) Illustrate the export marketing communication mix. (12 Marks)
OR
B) Describe different types of international market intermediaries (Direct/Indirect Channel).