

Vidya Vikas Mandal's
Shree Damodar College of Commerce & Economics, Margao-Goa
TY B.Com, Semester-V, Semester End Examination, January, 2022
Business Management DSE-1
International Marketing Management COD-103

Duration: 2 hrs

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) (16 Marks)
- a) Demographic environment in international market.
 - b) Licensing.
 - c) Objectives of International Marketing.
 - d) Special Economic Zone.
 - e) Legal and regulatory environment in international market.
 - f) OPEC.
02. Write short notes: (Any 4) (16 Marks)
- a) Functions of packaging.
 - b) Types of Fairs and Exhibitions.
 - c) Trademark.
 - d) Advantages of Fairs and Exhibitions.
 - e) Types of Dumping.
 - f) Personal Selling Process in Promotion Mix.
03. A).Differentiate between International Marketing and Domestic Marketing. (12 Marks)
- OR
- B).Explain the importance of international marketing research.
04. A) what is Export Processing Zone? Explain advantages of the Export Processing Zone. (12 Marks)
- OR
- B) Elaborate the International market entry strategies.
05. A) What is Packaging? Describe the Special Considerations in packaging International Marketing. (12 Marks)
- OR
- B) Elaborate Types of Price Quotation.
06. A) Elaborate the types of International market Intermediaries. (12 Marks)
- OR
- B)Explain importance of Export Marketing Communication.