

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.