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T.Y.B.Com Semester V (CBCS) Ordinance

EXAMINATION MAY 2023

Business Management Major I : International Marketing Management

[Time: 2 Hours]

[Max. Marks:80]

Instructions: 1) All questions are compulsory, however internal choice is available.

2) Answer sub-questions in Question No. 1 and Question No. 2 in not more than 100 words each.

3) Answer Question No. 3 to Question No. 6 in not more than 400 words each.

4) Figures to the right indicate maximum marks allotted to the questions.

Q1 Answer any four of the following:

(4x4=16)

- Explain the importance of international marketing research.
- Write any four features of international marketing.
- Mention any four objectives of international marketing management.
- What is a trade block?
- Write a short note on Export processing Zones.
- Briefly explain the functions of Special economic zones.

Q2 Answer any four of the following:

(4x4=16)

- State any four features of packaging.
- Briefly explain in what way a trademark is different from a brand-
- Explain any two types of dumping.
- Briefly explain the importance of export marketing communication.
- Write a short note on trade fairs and exhibitions.
- Explain the concept of international advertising.

Q3 a) Discuss the challenges faced by the business organizations in international marketing

12

OR

b) Explain the concept on international marketing. Distinguish between international marketing and domestic marketing.

12

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Q4 a) Discuss licensing as an international market entry strategy. Explain its merits and demerits. 12

OR

b) What are joint ventures? Discuss its advantages and disadvantages. 12

Q5 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

Q6 a) What are international market intermediaries? Explain the types of international market intermediaries. 12

OR

b) Discuss the various tools of export marketing communication Mix. 12