

VVM's
Shree Damodar College of Commerce and Economics
Comba –Margao Goa
M.Com. (Semester-IV) Examination, April 2015

CO4B1: INTERNATIONAL MARKETING

Duration: 2Hour

Total Marks: 38

- Instructions:** 1) Answer all the questions
2) Figures to the Right Indicate Full Marks

Q. 1) Answer the following questions: -

(3x2=6)

- a. WTO
- b. International positioning
- c. EPRG framework

Q. 2) (x) Explain various factors highlighting the complexities faced by a firm to enter international markets.

(8)

OR

(y) Write a detail note on International market environment. Also emphasize on its impact towards international trade.

Q. 3) (x) 'What calls for differences in marketing strategy is the differences in the marketing environment'. Elucidate.

(8)

OR

(y) Discuss about various product related decisions taken by a marketer in international marketing.

Q. 4) (x) Explain the international marketing channel system.

(8)

OR

(y) Explain about various international pricing objectives. Also discuss the factors influencing pricing decisions.

Q. 5) (x) 'Globalization has its positive as well as negative impact'. Elaborate.

(8)

OR

(y) Explain in detail about various emerging issues in international marketing.
