

Vidya Vikas Mandal's
Shree Damodar College of Commerce and Economics, Margao-Goa
TY B.Com, Semester-V, Semester End Examination, January 2021
Business Management (DSE-1): International Marketing Management (COD 103)

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) (16 Marks)
- a) Objectives of International Marketing.
 - b) Franchising
 - c) Concept of International Marketing.
 - d) Licensing
 - e) Importance of International Marketing.
 - f) Objectives of Trade Blocks
02. Write short notes: (Any 4) (16 Marks)
- a) Types of Dumping.
 - b) Concept of Trade Fair & Exhibitions.
 - c) Importance of Packaging.
 - d) Personnel Selling
 - e) Objectives of branding.
 - f) Advertising
03. A). Explain the features of International Marketing. (12 Marks)
- OR**
- B). Describe the challenges in International Marketing.
04. A) Describe the Different Modes of Entry strategies in International Market. (12 Marks)
- OR**
- B) Explain ANY four trade blocks.
05. A) Elaborate the types of Pricing Quotation. (12 Marks)
- OR**
- B) Describe the factors affecting International Product Pricing.
06. A) Explain the Export Marketing Communication Mix. (12 Marks)
- OR**
- B) Describe different Types of International market Intermediaries (Direct/Indirect Channel)