

TYBCOM SEMESTER END ASSESSMENT JANUARY 2022

Business Management Major I : International Marketing Management (UCOD103)

Semester: V

Duration: 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.

- Q.1 Answer **any four** of the following: (4x4=16)
- i. Explain in brief any four objectives of international marketing.
 - ii. Explain the importance of international marketing research.
 - iii. Give any four points of difference between domestic marketing and international marketing.
 - iv. Write a short note on free trade zone.
 - v. Explain any four features of joint venture.
 - vi. Explain the concept of trade block.

- Q. 2 Answer **any four** of the following: (4x4=16)
- a) Explain the concept of trade mark.
 - b) Discuss in brief any four international pricing strategies.
 - c) Write a short note on trade fairs and exhibitions.
 - d) What do you mean by personal selling?
 - e) Explain the concept of global branding.
 - f) Discuss the importance of international advertising.

- Q. 3 a) Explain the features of international marketing. (1X12=12)
- OR**
- b) Discuss the challenges faced by companies in international marketing.

- Q. 4 a) Explain the role of trade blocks. (1X12=12)
- OR**
- b) What are export processing zones? Explain its features.

- Q. 5 a) Explain the various price quotations used in international marketing. (1X12=12)
- OR**
- b) Discuss the factors affecting international product pricing.

- Q. 6 a) Discuss the tools of export marketing communication mix. (1X12=12)
- OR**
- b) Explain the types of international market intermediaries.
