

Prabodhan Education Society's
Vidya Prabodhini College of Commerce, Edu., Comp., and Mgmt., Parvari, Goa.
T.Y.B.Com Semester End Assessment (Repeat) ~~June~~ 2022

Business Management Major I: International Marketing Management

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)
- a) Explain in brief any four objectives of international marketing.
 - b) Explain any four features of joint venture.
 - c) State any four price quotations used in international pricing.
 - d) What do you mean by personal selling?
 - e) Explain in brief any four features of international marketing.
 - f) Explain the concept of global branding.

- Q.2. Answer **any four** of the following: (4x4=16)
- i. Write a short note on trade fairs.
 - ii. Explain the concept of trade block.
 - iii. Write a short note on trade exhibitions.
 - iv. Explain any four features of joint venture.
 - v. Explain the concept of global branding.
 - vi. Write a short note on international marketing research.

- Q.3. Answer **any one** of the following. (1 x 12 = 12)
- A. What are the challenges of international marketing?
- B. List and explain the factors affecting international marketing environment.

- Q.4. Answer **any one** of the following. (1 x 12 = 12)
- C. Discuss the various international market entry strategies for a business organization.
- D. What are export processing zones? Explain its role and importance.

- Q.5. Answer **any one** of the following. (1 x 12 = 12)
- E. Discuss the factors affecting international product pricing.
- F. Explain the different types of dumping strategies.

- Q.6. Answer **any one** of the following. (1 x 12 = 12)
- G. What are the important components of international marketing mix, explain in detail.
- H. Explain the types of international market intermediaries.
