



QP CODE: 21101161



21101161

Reg No : .....

Name : .....

**B.COM DEGREE (CBCS) EXAMINATION, APRIL 2021**

**Sixth Semester**

**Optional Core - CO6OCT05 - INTERNATIONAL MARKETING**

Common for B.Com Model I Marketing & B.Com Model II Marketing

2017 Admission Onwards

B23C0DD9

Time: 3 Hours

Max. Marks : 80

**Part A**

*Answer any **ten** questions.*

*Each question carries **2** marks.*

1. What is Foreign Marketing?
2. What is the process of internationalization?
3. What is Geocentric Orientation?
4. What do you mean by International Marketing Research?
5. Explain joint venture.
6. What is legal environment ?
7. Define Globalisation.
8. What do you mean by import quota ?
9. List any two purpose behind setting up of international free trade zone.
10. What is ECGC?
11. What are the four P's of marketing mix?
12. What do you mean by webb-premerence association?

(10×2=20)

**Part B**

*Answer any **six** questions.*

*Each question carries **5** marks.*

13. Explain the scope of International Marketing.





14. Explain the difference between the corporate level and Business level plan.
15. Why should a firm conduct Marketing Research while doing International Business?
16. Explain Franchising. What are the advantages and disadvantages of franchising?
17. Explain UNCTAD.
18. What are the salient features of EXIM Policy 2015-2020?
19. What are the major determinants of India's exports?
20. What are the factors influencing package design in export market?
21. Explain sponsorship promotion. State its features.

(6×5=30)

### **Part C**

*Answer any **two** questions.*

*Each question carries **15** marks.*

22. Effective international marketing Research is crucial to prevent marketing failures. Justify.
23. What do you mean By Free trade zon? Briefly explain major problems of India's Export Sector.
24. Give an elaborate picture about the documents involved in Export trade.
25. Explain pricing policies in international marketing.

(2×15=30)

