MCOSC-4.1B/D

Sl. No.

IV Semester M.Com. Degree Examination, May/June - 2026

COMMERCE

International Marketing Management

(CBCS SLM Semester Scheme)

Time : 3 Hours **Maximum Marks : 80**

SECTION - A

Answer any Four questions. Each question carries 5 marks. **(4×5=20)**

1. State the principles of International Marketing.
2. What are the types of tariffs?
3. Mention the determinants of international distribution channels.
4. Explain counter trade with examples.
5. List the functions of international financial institutions.
6. What is triangular arbitrage?

SECTION- B

Answer any Three questions. Each question carries 10 marks. **(3×10=30)**

7. Explain the factors influencing the international marketing environment.
8. Discuss joint ventures and strategic alliances as market entry strategies.
9. Describe the determinants of channel types in international distribution.
10. Explain the major documents used in export marketing.
11. A textile exporter wants to enter the African market. Suggest suitable pricing and distribution strategies.

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SECTION - C

Answer any Two questions. Each question carries 15 marks. (2×15=30)

12. Analyse the impact of economic and technological environment affecting International marketing.

13. Discuss the promotion mix in international marketing with examples.

14. Prepare an export plan for a startup producing eco-friendly packaging materials targeting developed countries.

15. Explain the role of IMF, World Bank, and IBRD in supporting international trade.

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