MCOSC-4.1B/D

Sl.No. :

Total No. of Pages : 2

IV Semester M.Com. Degree Examination, Oct./Nov. - 2025
(CBCS, SLM Scheme)
COMMERCE
Course - II :4.1 B/D-International Marketing Management

Time : 3 Hours **Max. Marks : 80**

SECTION-A

Answer any four questions. Each question carries 5 marks. **[4×5=20]**

Q1) Define International Marketing. Differentiate between International Marketing and Domestic Marketing.

Q2) State any four benefits of International Marketing.

Q3) What are trade barriers? Give examples.

Q4) Briefly explain any two modern trade theories.

Q5) What is product adaptation in international marketing?

Q6) List the factors affecting international pricing.

SECTION-B

Answer any three questions. Each question carries 10 marks. **[3×10=30]**

Q7) Discuss the challenges and opportunities in International Marketing.

Q8) Explain the role of WTO in International Trade.

Q9) Describe different international market entry strategies.

Q10) Explain the methods of pricing in international marketing.

Q11) An Indian FMCG company plans to expand to the Middle East. Suggest a suitable market entry mode and justify the same.

SECTION-C

Answer any two questions. Each question carries 15 marks. **[2×15=30]**

Q12) Discuss in detail the political, legal and socio-cultural environment affecting International Marketing.

Q13) Explain the international product life cycle and its strategic implications.

Q14) As a marketing head of a new export firm, design a promotion strategy for entering the European market.

Q15) Describe the process of export marketing with reference to export documentation and statutory controls.

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