



QP CODE: 20100491

Reg No :
Name :

BCOM DEGREE (CBCS) EXAMINATION, MARCH 2020

Sixth Semester

Optional Core - CO6OCT05 - INTERNATIONAL MARKETING

B.Com Model I Marketing, B.Com Model II Marketing

2017 Admission Onwards

512413FD

Time: 3 Hours

Marks: 80

Part A

*Answer any **ten** questions.*

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

1. Explain the Infrastructural Difference in International Marketing
2. What is the internationalization of production?
3. What is Regiocentric Orientation?
4. What do you mean by buyer behavior research?
5. Explain Indirect Export.
6. What is social environment. ?
7. What are the main objectives of WTO ?
8. What do you mean by free trade zone ?
9. What is 'Bill of Exchange'?
10. What is 'Post shipment export finance'?
11. What do you mean by product assortment?
12. What are international stage in PLC?

(10×2=20)

Part B

*Answer any **six** questions.*

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





13. Define International Marketing. Explain the difference between International Marketing and Domestic Marketing.
14. Briefly explain about functional level plan in International marketing.
15. What is the main purpose of doing Marketing Research?
16. What are the drawbacks of marketing Research?
17. Classify trade barriers on the basis of rates.
18. Explain the concept of EXIM policy
19. List out any 5 major problems faced by India's export sector
20. What are the factors influencing selection of pricing policies?
21. What are the different methods of distribution strategies?

(6×5=30)

Part C

*Answer any **two** questions.*

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

22. What do you mean by a Marketing Research agency? Compare and contrast the positives and negatives of hiring an agency?
23. Why do companies go global ?
24. List down the salient features of Export- Import Trade Policy (2015-2020) of GOI
25. What are the different promotional strategies in marketing?

(2×15=30)

