



QP CODE: 25020658



25020658

Reg No :

Name :

**B.COM DEGREE (CBCS) REGULAR / REAPPEARANCE / MERCY CHANCE
EXAMINATIONS, FEBRUARY 2025**

Sixth Semester

Optional Core - CO6OCT05 - INTERNATIONAL MARKETING

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

2017 Admission Onwards

B0558D46

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

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

1. Define international marketing.
2. Explain Language difference in International Marketing.
3. What are the types of international business?
4. What do you mean by International Marketing Research?
5. Explain consumerism.
6. What are the basic principles of GAAT ?
7. What do you mean by free trade zone ?
8. Define Globalisation.
9. What do you mean by SEZ?
10. What is 'Export finance against collection of bills'?
11. What do you mean by push strategies?
12. What do you mean by export drop shipper?

(10×2=20)

Part B

*Answer any **six** questions.*

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

13. Explain the difference between Regiocentric Orientation and Geocentric Orientation.





14. Briefly explain about functional level plan in International marketing.
15. What are the benefits of doing Marketing Research?
16. What are the various export strategy?
17. Classify trade barriers on the basis of rates.
18. Explain the concept of EXIM policy.
19. Give an account of Post- shipment stage in exporting.
20. Explain four p's of intranational marketing.
21. What are the factors influencing selection of pricing policies?

(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. Explain the components of International marketing environment.
24. Discuss the major hurdles that stand on the way of development of Export trade of India.
25. Explain international product life cycle.

(2×15=30)

