



24000900

QP CODE: 24000900

Reg No :

Name :

**B.COM DEGREE (CBCS) REGULAR / REAPPEARANCE EXAMINATIONS, MARCH
2024**

Sixth Semester

Optional Core - CO6OCT05 - INTERNATIONAL MARKETING

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

2017 Admission Onwards

D055D867

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

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

1. What is Globalization?
2. What is meant by internationalization?
3. What do you mean by International Marketing Plan?
4. State two advantages of having a market research agency.
5. What do you mean by turnkey projects?
6. What is economic environment ?
7. What are the features of globalisation ?
8. What do you mean by tariff barrier ?
9. Who is responsible for framing EXIM policy in India? What is its time span?
10. What is 'Bill of Lading'?
11. What is international PLC?
12. What do you mean by pull strategies?

(10×2=20)

Part B

*Answer any **six** questions.*

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

13. Why a company go for internationalization?





14. What are the scope and ERPG framework of International Marketing?
15. Define marketing research. Explain briefly about International Marketing Research.
16. Compare and contrast Exploratory Research and Conclusive Research.
17. Explain GAAT and its objectives.
18. What are the major determinants of India's exports?
19. Write a note on Excise clearance and customs formalities for exporting.
20. Explain four p's of intranational marketing.
21. State the merits and demerits of cost-based pricing.

(6×5=30)

Part C

*Answer any **two** questions.*

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

22. What are the effective research tools for data collection? What are the attributes of a good questionnaire?
23. What do you mean By Free trade zone. Briefly explain major problems of India's Export Sector.
24. What is the importance of Export? Discuss various types of export finance available in India.
25. What are the factors influencing selection distribution channels in international marketing?

(2×15=30)

