



QP CODE: 25024818



25024818

Reg No :

Name :

M.Com DEGREE (CSS) EXAMINATION, APRIL 2025
Fourth Semester
M.COM MARKETING AND INTERNATIONAL BUSINESS (SF)
ELECTIVE - CM810402 - INTERNATIONAL MARKETING
2019 ADMISSION ONWARDS
7C770C8D

Time: 3 Hours

Weightage: 30

Part A (Short Answer Questions)

*Answer any **eight** questions.*

Weight 1 each.

1. What do you mean by "no brand"?
2. Define packaging.
3. Write a note on importance of pricing.
4. Explain the term Cartels.
5. What is exporting?
6. What are the factors relating to company characteristics influencing in selection of distribution channel?
7. What is Marketing Information System?
8. Explain FAS.
9. What is political risk?
10. What is global e marketing?

(8×1=8 weightage)

Part B (Short Essay/Problems)

*Answer any **six** questions.*

Weight 2 each.

11. How does domestic marketing differ from International marketing?





12. Write a note on international product life cycle model.
13. Explain the reasons for product adaptation.
14. Explain the types of dumping.
15. Explain the functions of international distribution channels.
16. Write a note on different types of Media available for a international marketer for advertising.
17. Consignment is not favourable to exporter. Why?
18. Explain nature of international business disputes and proposed action.

(6×2=12 weightage)

Part C (Essay Type Questions)

*Answer any **two** questions.*

Weight 5 each.

19. Describe various reasons for a firm to enter International market.
20. What are the types of market segmentation?
21. Explain how environmental factors influence pricing.
22. What are the stages of internationalization?

(2×5=10 weightage)

