

QP CODE: 26019551



Reg No :

Name :

M.Com DEGREE (CSS) EXAMINATION, MARCH 2026

Fourth Semester

M.COM MARKETING AND INTERNATIONAL BUSINESS (SF)

ELECTIVE - CM810402 - INTERNATIONAL MARKETING

2019 Admission Onwards

7222FAA0

Time: 3 Hours

Weightage: 30

Part A (Short Answer Questions)

*Answer any **eight** questions.*

Weight 1 each.

1. What is new product development?
2. Define product modification.
3. How does the role of price in the marketing mix differ from its other elements?
4. What are the administered prices ?
5. Explain the process involved in Turnkey Contracts.
6. What do you mean by standardised advertising?
7. What do you mean by Market Survey?
8. Differentiate between DAP and DDP.
9. What is political risk?
10. What is arbitration?

(8×1=8 weightage)

Part B (Short Essay/Problems)

*Answer any **six** questions.*

Weight 2 each.

11. Discuss the principles of international marketing.
12. What is the importance of product branding?
13. Explain the difference between domestic and international packaging.





14. What are the legal aspects of dumping?
15. Explain the importance of international logistics.
16. Briefly explain the intermediaries involved in indirect channel of distribution.
17. Explain the types of Information needed in Marketing Research.
18. Explain the benefits of global e-marketing.

(6×2=12 weightage)

Part C (Essay Type Questions)

*Answer any **two** questions.*

*Weight **5** each.*

19. Explain the main driving and restraining forces for firms entering International market.
20. Elaborate on global product positioning.
21. Evaluate marginal cost pricing approach.
22. Discuss the different ways in which markets can be classified.

(2×5=10 weightage)

