2026

COMMERCE

Course No.: COM435E

M.Com (4th Semester)

(International Marketing)

Full Marks: 60

Time: 3 hours

The questions are of equal value

The figures in the margin indicate full marks for the questions

*Answer **all** questions*

1. a. Critically examine the concept of International Marketing in the context of globalization. How does it differ from domestic marketing in terms of scope, complexity, and strategic orientation? **(4+8=12)**

(OR)

b. Evaluate the relevance of classical theories of international trade in explaining modern international marketing practices. **(12)**

2. a. Define the International Marketing Environment. Explain how different components of International Marketing Environment influence global marketing decisions. **(6+6=12)**

(OR)

b. "International marketing is shaped by a complex interplay of socio-cultural, political-legal, economic-natural, and technological environments". **(12)**

3. a. A company plans to launch a product in multiple international markets. How should it design its product, pricing, promotion, and distribution strategies? **3+3+3+3=12)**

(OR)

b. Discuss the challenges in designing international distribution channels. How can firms overcome these challenges? Examine the role of intermediaries in international distribution. **(6+6=12)**

4. a. Explain the steps it should follow in selecting suitable markets and entry modes. Discuss the barriers to enter into international market. **(6+6=12)**

(OR)

b. "Discuss the importance of a Marketing Information System in international marketing. How do MIS facilitate opportunity analysis, segmentation, and entry strategies. **(6+6=12)**

5. a. Critically evaluates how the concept of supply chain management has evolved from traditional logistics to a strategic business function. How does SCM create value beyond cost reduction in global markets? **(12)**

(OR)

b. Discuss the prerequisites for successful implementation of supply chain management in global markets. Analyze the role of information technology, coordination, and trust in building an effective supply chain. **(6+6=12)**

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