

**Solapur University, Solapur**  
**Semester Pattern Syllabus**  
**M.COM. PART – II**  
**Group II : Specialization in Marketing**  
**International Marketing Paper-III**  
**(w. e. f. June 2011)**

- ❖ Objective : The objective of this course is to expose students to the conceptual framework of international marketing management.

**COURSE INPUTS**  
**Semester –III**

- 1. Introduction to International Marketing :** Nature and significance; Complexities in international marketing; Transition from domestic to transnational marketing; International market entry strategies. **(Lectures 15)**
- 2. International Marketing Environment:** Internal environment; External Environment geographical, demographic, economic, socio-cultural, political and legal environment; Impact of environment on international marketing decisions. **(Lectures 15)**
- 3. Product Decisions:** Product planning for global markets; Standardization vs. product adaptation; New product development; Management of international brands; Packaging and labeling; Provision of sales related services. **(Lectures 20)**
- 4. Pricing Decision:** Environmental influences on pricing decisions; International pricing policies and strategies. **(Lectures 10)**

**Semester –IV**

- 1. Promotion Decision:** Complexities and issues; International advertising, personal selling, sales promotion and public relations. **(Lectures 10)**
- 2. Distribution Channels and Logistics:** Functions and types of channels; Channel selection decisions; International logistics decisions. **(Lectures 10)**
- 3. Foreign Market Selection:** Global market segmentation; Selection of foreign markets; Selection of foreign distributors/agents and managing relations with them **(Lectures 10)**
- 4. International Marketing Planning, Organising and Control:** Issues in international marketing planning; International marketing information system; Organising and controlling; International marketing operations. **(Lectures 15)**
- 5. Emerging Issues and developments in international marketing:** Ethical and issues; International marketing of services; information technology and international marketing; Impact of globalization; WTO. **(Lectures 15)**

## Reference Books:

1. Bhattacharya – Going International – A. H. Wheeler.
2. Czinkota M. R., International Marketing, Dryden Press, Boston.
3. Fayerweather John, International Marketing, Prentice Hall, New Delhi.
4. Jain S. C., International Marketing, CBS Publications, New Delhi.
5. Keegan Warren J., Global Marketing Management, Prentice Hall, New Delhi.
6. Onkvisit, Sak & John J. Shaw, International Marketing: Analysis and Strategy, Prentice Hall, New Delhi.
7. Paliwoda S. J.(ED), International Marketing, Reader, Routledge, London.
8. Paliwoda Stanley J., The Essence of International Marketing, Prentice Hall, New Delhi.
9. Dr. C. B. Memoria- Marketing Management
10. Philip Kotlar – Marketing Management



**Solapur University, Solapur**

**Nature of Question Paper For Semester Pattern**

- **Faculty of Commerce (B.Com., M.Com.)**

**Model Question Paper**

(w.e.f. June 2011)

**Time: - 2 hrs.**

**Total Marks-50**

- Q. 1 Multiple choice questions**  
(four alternatives should be given) **10**
- 1 -----  
(a) (b) (c) (d)
- 2  
3  
4  
5  
6  
7  
8  
9  
10
- Q. 2 Answer the following**  
(Short note/Short problem/Short answer)
- (A) **05**  
(B) **05**
- Q. 3 Answer the following**  
(Short note/Short answer/Short problem)
- (A) **05**  
(B) **05**
- Q. 4 Answer any one (Long answer/Problem)** **10**
- i)  
ii)
- Q. 5 Answer any one (Long answer/Problem)** **10**
- i)  
ii)

### 1. Structure of the courses :-

- A) Each paper of every subject for Arts, Social Sciences & Commerce Faculty shall be of 50 marks as resolved by the respective faculties and Academic Council.
- B) For Science Faculty subjects each paper shall be of 50 marks and practical for every subject shall be of 50 Marks as resolved in the faculty and Academic Council.
- C) For B. Pharmacy also the paper shall be of 50 marks for University examination. Internal marks will be given in the form of grades.
- D) For courses which were in semester pattern will have their original distribution already of marks for each paper.
- E) For the faculties of Education, Law, Engineering the course structure shall be as per the resolutions of the respective faculties and Academic Council.

### 2. Nature of question paper:

#### A) Nature of questions.

“20% Marks - objectives question” **(One mark each and multiple choice questions)**

“40% Marks - Short notes / Short answer type questions / Short Mathematical type questions/ Problems. **(2 to 5 Marks each)**

“40% Marks - Descriptive type questions / Long Mathematical type questions / Problems. **(6 to 10 Marks each)**

- B) Objective type question will be of multiple choice (MCQ) with four alternatives. This answer book will be collected in first 15 minutes for 10 marks and in first 30 minutes for 20 marks. Each objective question will carry one mark **each**.
- C) Questions on any topic may be set in any type of question. All questions should be set in such a way that there should be permutation and combination of questions on all topics from the syllabus. As far as possible it should cover entire syllabus.
- D) There will be only five questions in the question paper. All questions will be compulsory. There will be internal option **(40%)** and not overall option. **for questions 2 to 5.**

3. Practical Examination for B. Sc. I. will be conducted at the end of second semester.

4. Examination fees for semester Examination will be decided in the Board of Examinations.

The structures of all courses in all Faculties were approved and placed before the Academic Council. After considered deliberations and discussion it was decided not to convene a meeting of the Academic Council for the same matter as there is no deviation from any decision taken by Faculties and Academic Council. Nature of Question Paper approved by Hon. Vice Chancellor on behalf of the Academic Council.