



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Com. DEGREE EXAMINATION – COMMERCE

SIXTH SEMESTER – APRIL 2017

CO 6601- INTERNATIONAL MARKETING

Date: 18-04-2017
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

SECTION-A

Answer *ALL* the questions:

(10 x 2 = 20 Marks)

Explain the following concepts briefly.

- 1) International Marketing
- 2) Global Localization
- 3) Multinational Corporation
- 4) Balance of Trade
- 5) Dumping
- 6) Culture
- 7) Product Adaptation
- 8) Franchising
- 9) Product Positioning
- 10) Gray Marketing

SECTION-B

Answer any *FOUR* of the following Questions:

(4 x 10 = 40 Marks)

- 11) Differentiate between domestic and International Marketing
- 12) Write short notes on:- (a) Hofstede's Cultural Typology and (b) Self-reference Criteria.
- 13) Identify and explain the driving forces affecting global integration and global marketing.
- 14) Explain the developments that tend to favour globalization.
- 15) What are the factors to be considered in pricing decisions for global markets?.
- 16) What is the role of promotion in global marketing?
- 17) List out and explain the major problems of distribution in Global Marketing.

SECTION-C

Answer any *TWO* of the following Questions:

(2 x 20 = 40 Marks)

- 18) Discuss 'International Product life Cycle'.
- 19) Explain in detail the entry strategies made available for a company that wants to expand its' market outside the home country.
- 20) Discuss the various combinations of communication strategies available to global marketers.
- 21) Analyse the factors which affect the choice of International Channels.
