



**LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034**

**M.Com. DEGREE EXAMINATION – COMMERCE**

**FOURTH SEMESTER – APRIL 2014**

**CO 4807 - INTERNATIONAL MARKETING**

Date : 27/03/2014  
Time : 01:00-04:00

Dept. No.

Max. : 100 Marks

**SECTION- A**

*Answer ALL the Questions in this section:*

*(10 x 2 = 20 Marks)*

*Explain each of the following terms / concepts in about 50 words:*

1. Emotional appeal.
2. Transnational Corporation.
3. North American Free Trade Agreement.
4. Culture according to Geert Hofstede.
5. Brand Positioning.
6. Market Targeting.
7. Guanxi / Kuan-Xie.
8. Self- Reference Criterion.
9. Penetration Pricing.
10. Differential Advantage.

**SECTION- B**

*Answer any FOUR Questions in this section:*

*(4 x 10 = 40 Marks)*

11. Explain the management orientations of global companies that are based on both conscious and unconscious assumptions and beliefs about the nature of the world.
12. Explain the types of economic systems, classified as per the method of resource allocation.
13. What is Target Marketing? Explain the three basic categories of target marketing strategies.
14. Discuss the five forces, suggested by Porter that influence competition in an Industry.
15. Detail the product design considerations that Global Marketers need to consider.
16. Discuss the process of creating an Advertisement.
17. Discuss the four dimensions based on which the cultures of different nations can be compared according to Hofstede.

**SECTION- C**

*Answer any TWO Questions in this section:*

*(2 x 20 = 40 Marks)*

18. Identify and describe the driving and restraining forces that affect global integration and global marketing.
19. Discuss in detail the Global Product Planning Strategic Alternatives.
20. Discuss the various entry strategies that are available for a company that is desirous to enter into Global markets.
21. Elaborate the factors that influence the Channel structures and Strategies available to global marketers.

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