



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.com., DEGREE EXAMINATION – COMMERCE

SIXTH SEMESTER – APRIL 2015

CO 6601 – INTERNATIONAL MARKETING

Date : 23/04/2015
Time : 09:00-12:00

Dept. No.

Max. : 100 Marks

PART – A

Answer ALL the questions:

(10 x 2 = 20 marks)

1. Define International Marketing.
2. Mention any two indicators of 'Asian Values'.
3. What is 'Transnational Corporation'?
4. Mention any two current account items in India's balance of payments.
5. Market Targeting.
6. Mention the essential functions of the WTO.
7. Define 'Licensing'.
8. What is penetration pricing?
9. List a few advantages of 'World Trade Fairs'.
10. What do you mean by Differential Advantage?

PART – B

Answer any FOUR questions:

(4 x 10 = 40 marks)

11. What issues will you give importance to while selecting a Global brand name? Illustrate.
12. Examine the various stages in International Marketing processes.
13. What influences the sales and profitability of a product to be exported? Explain with illustrations.
14. How do you appraise the potential export market for Indian Cuisine, in the European market?
15. Are the basic goals of Marketing relevant to global marketing?
16. Differentiate Tariff from Non-Tariff barriers in India.
17. Comment on the adoption process as a part of diffusion theory.

PART – C

Answer any TWO questions:

(2 x 20 = 40 marks)

18. Detail the product design considerations that global marketers need to consider.
19. Discuss the various entry strategies that are available for a company that is desirous to enter into global markets.
20. Elaborate the factors that influence the channel structures and strategies available to global marketers.
21. Write short notes on how the following issues affect global marketer.
 - a) The Political and legal framework in a country.
 - b) International Trade Life Cycle.

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