



QP CODE: 23701564A



23701564

Reg No :

Name :

M.B.A. DEGREE EXAMINATION, NOVEMBER 2023

Third Semester

Faculty of Management Science

ELECTIVE - MB850302 - INTERNATIONAL MARKETING

2019 Admission Onwards

7C0926F3

Time: 3 Hours

Maximum Marks: 60

Part A

*Answer any **five** questions. Each question carries **2** marks.*

1. What do you mean by International Market orientation?
2. What is product life cycle with example?
3. List out the different pricing methods used in International market.
4. What is transfer pricing?
5. List out the cross countries communication challenges.
6. What do you mean by POP?
7. What is global Internet marketing?

(5×2 = 10 Marks)

Part B

*Answer any **five** questions. Each question carries **6** marks.*

8. Write a short note on scope of International Marketing.
9. Differentiate between international market segmentation and positioning.
10. What are the different types of international product decisions?
11. Explain the factors involved in formulating pricing policy.
12. Explain the different price strategies in international marketing.





13. Explain international promotion mix.

14. What are the ethical challenges faced by the international marketers? Explain.

(5×6 = 30 Marks)

Part C

*Answer any **two** questions. Each question carries **10** marks.*

Question number 17 is compulsory .

15. A marketer of Cotton Shirts in India is planning to go international. He has hired your services as a consultant. What environmental analysis he has to undertake to understand the overseas markets?

16. Explain the different product strategies used by International marketers and the factors which shape the `standardisation' versus `adaptation' decisions.

Compulsory Question

17. What barriers make controlling international operations more complex than controlling domestic marketing activities? Explain with the help of a specific example.

(2×10 = 20 Marks)

