

E 2958

(Pages : 2)

Reg. No.....

Name.....

B.Com. DEGREE (C.B.C.S.S.) EXAMINATION, APRIL 2022

Fifth Semester

INTERNATIONAL MARKETING

(For Optional Stream—Marketing of Model I and Model II B. Com)

(2013—2016 Admissions)

Time : Three Hours

Maximum Marks : 80

Part A

Answer all questions.

Each question carries 1 mark.

1. Define Global marketing.
2. Write a brief note on international cultural environment.
3. Define Marketing Information System.
4. What do you mean by product related information?
5. What is the market profile?
6. Write a short note on turn key projects.
7. Explain the characteristics of decline stage in product life-cycle.
8. What is a mixed brand?
9. What is commercial invoice?
10. What is a letter of credit?

(10 × 1 = 10)

Part B

Answer any eight questions.

Each question carries 2 marks.

11. Distinguish between International trade and Domestic trade.
12. State any four advantages of International Marketing.
13. Bring out the major demographic factors influence the International Marketing.
14. What are the objectives of International Marketing Research?

Turn over

15. What is international licensing?
16. What is meant by third country location?
17. Write a note on personal selling in International Marketing.
18. Write a note on marginal cost pricing.
19. Write a brief note on India's foreign trade policy on 2015-20.
20. Give an outline on International Distribution System.
21. Give an account of the documents related to shipments.
22. What are the benefits of Free Trade Zones?

(8 × 2 = 16)

Part C (Short Essays)

Answer any six questions.

Each question carries 4 marks.

23. Describe the special problems in International Marketing.
24. What are the implications for International Marketing of the differences in Political environment?
25. What are the important types of information required for International Marketing?
26. What is contract manufacturing? What are its advantages?
27. Define Globalisation. Examine its benefits with special reference to India.
28. What is the significance of trade fare and exhibitions in International Marketing?
29. What are the elements of promotion mix?
30. Explain the functions of Export Promotion Councils.
31. Examine the role of Exim Bank in promotion of international trade.

(6 × 4 = 24)

Part D

Answer any two questions.

Each question carries 15 marks.

32. Give a brief account of strategic decisions in International Marketing.
33. Discuss the Important organisational structures for export marketing.
34. Write an essay on international Product life-cycle.
35. Write a short notes on :
 - (a) WTO.
 - (b) Export incentives.
 - (c) Transfer pricing.
 - (d) Global brands.

(2 × 15 = 30)