

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BCom DEGREE EXAMINATION MAY 2023
(Fifth Semester)

Branch – COMMERCE (FOREGIN TRADE)

INTERNATIONAL MARKETING

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks (10 x 1 = 10)

- 1 Which of the following represents a company effort to identify and categorize groups of customers according to common characteristics?
(i) Marketing research (ii) positioning
(iii) Market segmentation (iv) targeting
- 2 ____ refers to the idea that the resources held by two firms, when combined, add up to more than the sum of their parts
(i) Shared Knowledge (ii) Synergy
(iii) Strategic Alliance (iv) Joint Ventures
- 3 The stage is the product life cycle that focuses on expanding the market and creating product awareness and trial is the _____.
(i) Decline stage (ii) Introduction stage
(iii) Growth stage (iv) Maturity stage
5. A unique symbol that is part of brand is referred to as .
(i) Brand name (ii) Brand mark
(iii) Logo (iv) Patent
- 4 The international market goes beyond the ____ marketer and becomes more involved in the marketing environment in the countries in which it is doing business.
(i) Export (ii) Import
(iii) Multinational (iv) Domestic
- 6 ____ refers to the selling of the products below the cost of production or at below the ongoing price in the market.
(i) Gate pricing (ii) Dumping
(iii) Cheap pricing (iv) Countertrade
- 7 Distribution channels vary depending on which of the following?
(i) Target market size (ii) Competition
(iii) Available distribution intermediaries (iv) All of the above
- 8 Which of the following is a more effective tool for the promotion process?
(i) Advertisement (ii) Personal Sale
(iii) Publicity (iv) Sales promotion
- 9 The last state of research process is
(i) Review of literature (ii) Report writing
(iii) Research design (iv) Analysis of data
- 10 The objectives of business intelligence
(i) To support decision making and complex problem solving
(ii) To support information gathering
(iii) To support data collection
(iv) To support data analysis.

Cont...

SECTION - B (35 Marks)

Answer **ALL** Questions

ALL Questions Carry **EQUAL** Marks (5 x 7 = 35)

- 11 a. Indicate the various steps to create a successful market expansion strategy.
OR
b. Illuminate the importance of international marketing.
- 12 a Explain the various stages of the product life cycle for the international product.
OR
b. Elucidate the product strategies that are used in international marketing.
- 13 a Enumerate the objective of product pricing in international trade.
OR
B confers the steps to create successful pricing in international marketing.
- 14 a Highlight the major decisions in international marketing communication.
OR
b. Outline the process of creating an advertisement in global marketing.
- 15 a Interpret the scope and types of marketing research.
OR
b Point out the various phases of the research project.

SECTION - C (30 Marks)

Answer any **THREE** Questions

ALL Questions Carry **EQUAL** Marks (3 x 10 = 30)

- 16 Elaborate on the various modes of market entry stages in the international market.
- 17 Discuss the importance of international branding strategies.
- 18 Examine the major information requirements for export pricing.
- 19 Explain the major role of export promotion organizations in international trade.
- 20 Infer the term business intelligence. Outline the application of its with examples.

Z-Z-Z

END