

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

MCom(IB) DEGREE EXAMINATION MAY 2023
(First Semester)

Branch – INTERNATIONAL BUSINESS

GLOBAL MARKETING MANAGEMENT/
INTERNATIONAL MARKETING MANAGEMENT

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(5 x 1 = 5)

1. Green marketing relates to-
(i) Agricultural marketing (ii) Environmental Protection
(iii) Zoological product distribution (iv) All of these
2. Which of the following is the first stage for market segmentation?
(i) Analysis (ii) Future generation
(iii) Investigation and Research (iv) None of these
3. The objective of the Distribution Channel is
(i) To send the goods from producer to consumer
(ii) To send the goods from producer to retailer
(iii) To send the goods from producer to stockiest
(iv) To send the goods from producer to broker
4. Out of the following social factors which factor affects the international marketing.
(i) Culture (ii) Language
(iii) Standard of living (iv) All of these
5. According to the text, the most dramatic of the environments that affect marketing and appear to be now shaping our world is the environment.
(i) Natural (ii) Demographic
(iii) Economic (iv) Technological

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 3 = 15)

6. a) Explain the steps to be followed to manage global marketing relationship.
OR
b) Evaluate the importance of global marketing with necessary examples.
7. a) Discuss the need of market segmentation in global market.
OR
b) Classify the modes of entry and selection process in global markets.
8. a) State the importance of product differentiation in global marketing.
OR
b) Discuss the advantages of new products in global marketing.

Cont...

9. a) Explain the needs of advertising in global markets.
OR
b) Analyze the functions of foreign distribution channel and logistic distribution in marketing.
10. a) List out the advantages of global e-Commerce.
OR
b) Discuss the role of information technology in global markets.

SECTION -C (30 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks (5 x 6 = 30)

11. a) Assess the basic ethics to be followed in international marketing.
OR
b) Evaluate the forces influencing competition in global markets.
12. a) Justify the role of market research, selection and entry in global marketing.
OR
b) Recommend the impact of global marketing information systems in global market.
13. a) Differentiate the concepts of product positioning and product differentiation in international marketing.
OR
b) Analyze the importance of global pricing with its objectives and strategies.
14. a) Differentiate standardization vs adaptation issues in global market.
OR
b) Evaluate the role of marketing channels and physical distribution in global markets.
15. a) Formulate the value network and disruptive technology for global e - commerce.
OR
b) Determine the need of corporate social responsibility and social responsiveness in globalization era.

Z-Z-Z

END