

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BCom DEGREE EXAMINATION DECEMBER 2023
(Fifth Semester)

Branch – COMMERCE (FOREIGN TRADE)

INTERNATIONAL MARKETING

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks (5 x 1 = 5)

- 1 Which global market entry strategy is the least risky for a company, as it involves the least investment and commitment?
(i) Exporting (ii) Licensing
(iii) Joint venture (iv) Wholly-owned subsidiary
- 2 Which of the following factors should a company consider when developing a new product for international markets?
(i) Ignoring cultural differences
(ii) Standardizing the product entirely
(iii) Adapting to local preferences and regulations
(iv) Reducing the level of innovation
- 3 Mention the benefit of skimming pricing strategy in international markets.
(i) Rapid market penetration (ii) Building brand loyalty
(iii) Competitive pricing (iv) Lower initial profit margins
- 4 Name the distribution method which uses a limited number of intermediaries who meet specific criteria to distribute its products in international markets.
(i) Exclusive distribution (ii) Intensive distribution
(iii) Selective distribution (iv) Centralized distribution
- 5 What is the systematic process of collecting, analyzing, and disseminating information related to international markets and business activities?
(i) Market segmentation (ii) Competitive analysis
(iii) Business intelligence (iv) Globalization

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks (5 x 3 = 15)

- 6 a) Describe about Strategic alliances.
OR
b) State various types of exporting.
- 7 a) Outline the strategies to be used in international product policy.
OR
b) Summarise the importance of labelling in packaging.

Cont...

- 8 a) Explain FOB.
OR
b) State the factors contributing to differential pricing.
- 9 a) Bring out criteria for the selection of channels of international distribution.
OR
b) Explain about trade fairs and exhibition.
- 10 a) Summarise the characteristics of international marketing information system.
OR
b) State various methods of sampling.

SECTION -C (30 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

(5 x 6 = 30)

- 11 a) Point out the steps involved in the market selection process.
OR
b) Enumerate the advantages of joint venture.
- 12 a) Elucidate phases in international product life cycle.
OR
b) Summarise the functions of branding.
- 13 a) Outline various types of Dumping.
OR
b) Point out the information required for export pricing decisions.
- 14 a) Discuss the problems in international marketing communication.
OR
b) Enumerate various methods of global advertising.
- 15 a) Elucidate the key steps involved in conducting international marketing research.
OR
b) Discuss the limitations of questionnaire in field research.

Z-Z-Z

END