

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

MCom (IB) DEGREE EXAMINATION DECEMBER 2024
(First Semester)

Branch – INTERNATIONAL BUSINESS

INTERNATIONAL MARKETING MANAGEMENT/ GLOBAL MARKETING
MANAGEMENT

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry **EQUAL** marks

(10 × 1 = 10)

Module No.	Question No.	Question	K Level	CO
1	1	Which economic factor influences Global Marketing decisions? a) Global standardization of products b) Combining global and local strategies c) Ignoring local preferences d) Only targeting global markets	K1	CO1
	2	Identify the factors of global competition, impact Global Marketing strategies? a) Product b) Price c) Place d) Promotion	K2	CO1
2	3	What type of market entry strategy allows a company to enter a foreign market with minimal risk and investment? a) Joint venture b) Licensing c) Direct investment d) Exporting	K1	CO2
	4	Which factor is crucial for successful Global Marketing? a) Targeting only domestic consumers b) Expanding market reach beyond national borders c) Ignoring cultural differences d) Limited product variety	K2	CO1
3	5	Mark the factor that has significance of market segmentation in Global Marketing. a) Global standardization b) Glocalization c) Local adaptation d) Regional Targeting	K1	CO3
	6	In global marketing, 'adaptation' typically refers to: a) Standardizing products across all markets b) Designing products specifically for local preferences and needs c) Reducing product features for lower costs d) Focusing solely on high-income markets	K2	CO1
4	7	Which of the following is the primary goal of global advertising? a) To increase local market share b) To create brand awareness and reach diverse audiences c) To reduce promotional costs d) To standardize all marketing messages	K1	CO4
	8	Which of these is a benefit of using intermediaries in global distribution? a) Increased control over pricing b) Faster market entry due to established networks c) Direct communication with consumers d) Better brand loyalty	K2	CO1
5	9	Which factor is essential for ensuring a successful global e-commerce strategy? a) Ignoring cultural differences b) Offering a single payment method to customers c) Understanding local market preferences and consumer behavior d) Utilizing the same marketing campaign worldwide	K1	CO5

Cont...

5	10	What role does social media play in big data for international marketing? a) It has minimal impact on data collection b) It generates real-time data on consumer preferences and engagement c) It only focuses on advertising d) It is not a reliable data source	K2	CO1
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SECTION - B (35 Marks)Answer **ALL** questions**ALL** questions carry **EQUAL** Marks (5 × 7 = 35)

Module No.	Question No.	Question	K Level	CO
1	11.a.	Analyze the impact of legal and regulatory barriers on global marketing strategies.	K4	CO4
		(OR)		
	11.b.	Examine the ethical challenges related to intellectual property rights in international marketing.		
2	12.a.	Formulate the essential steps to be involved in conducting effective global market research.	K6	CO3
		(OR)		
	12.b.	Predict the positive contributions of outsourcing to global marketing efforts.		
3	13.a.	Examine how government regulations supports long-term sustainability objectives in the promotion of green products.	K4	CO4
		(OR)		
	13.b.	Discover how consumer insights can influence the development of effective product positioning.		
4	14.a.	Appraise the Role of Distribution Logistics in the Success of Global Marketing Strategies.	K5	CO4
		(OR)		
	14.b.	Estimate the Methods Used to Measure Advertising Effectiveness in Global Markets.		
5	15.a.	Justify the digital revolution has influenced global trade practices.	K5	CO5
		(OR)		
	15.b.	Recommend the strategies that organization can adopt to modify their value networks in response to disruptive technologies.		

SECTION - C (30 Marks)Answer **ANY THREE** questions**ALL** questions carry **EQUAL** Marks (3 × 10 = 30)

Module No.	Question No.	Question	K Level	CO
1	16	Discuss the role of global marketing in helping businesses grow and expand into international markets.	K6	CO3
2	17	Evaluate the Factors that Companies Should Consider for Assessing Potential Markets for International Expansion.	K5	CO4
3	18	Evaluate the different global pricing strategies companies can adopt and their effectiveness in international markets.	K5	CO4
4	19	Explain how the AIDA model guides the development of promotional strategies in international markets.	K4	CO4
5	20	Analyze the impact of the Internet on global marketing strategies, and assess the opportunities and challenges that emerge from this digital transformation.	K4	CO5