PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BCom DEGREE EXAMINATION MAY 2025
(Sixth 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   What is the mode to enter foreign market without any additional investment?
     (i)   Contract manufacturing   (ii) Exporting
     (iii) Strategic alliances   (iv) Franchising

2   Offering a common product at world wide basis is called as
     (i)   Penetration   (ii) Differentiation
     (iii) Ambiguity   (iv) Standardization

3   Which of these is not an International Pricing Method?
     (i)   Cost plus method of pricing (ii) Marginal cost pricing
     (iii) Indifference pricing   (iv) Probe pricing

4   Which type of exporter will choose direct distribution channel?
     (i)   Large exporter   (ii) Medium exporter
     (iii) Small exporter   (iv) Both small and medium exporter

5   A business activity that discovers information of use in making marketing decisions is
     (i)   Market research   (ii) Market segmentation
     (iii) Sales performance   (iv) Product distribution

SECTION - B (15 Marks)
Answer ALL Questions
ALL Questions Carry EQUAL Marks   (5 x 3 = 15)

6   a Recall the principles of International Marketing.
                              OR
     b Summarize the market selection process.

7   a State the advantages of labelling.
                              OR
     b Outline the stages in Product Life Cycle.

8   a List out the factors affecting the pricing.
                              OR
     b Sketch out the steps in pricing.

9   a Outline the role of export promotion organizations.
                              OR
     b Bring out the promotion strategies for marketing at International level.

10   a Analyze the types of marketing research.
                              OR
     b Categorize the phases of Research Project.

SECTION - C (30 Marks)
Answer any **Three** questions
ALL questions carry **EQUAL** Marks   (3 x 10 = 30)

11 Summarize the advantages of merger.

12 Explain the stages in New Product Development.

13 Analyze the various methods of pricing.

14 Elucidate the problems in International Marketing Communication.

15 Discuss the process of preparation and presentation of Research Report.

Z-Z-Z   END