

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

MCom (IB) DEGREE EXAMINATION DECEMBER 2025
(First Semester)

Branch- INTERNATIONAL BUSINESS

INTERNATIONAL MARKETING MANAGEMENT

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

$(10 \times 1 = 10)$

Module No.	Question No.	Question	K Level	CO
1	1	Which marketing orientation views the entire world as a single marketplace? a) Ethnocentric orientation b) Polycentric orientation c) Regio centric orientation d) Geocentric orientation	K1	CO1
	2	Why is it important for a company to modify its marketing mix across countries? a) To increase operational expenses b) To satisfy the unique needs of consumers in each market c) To maintain the same global pricing policy d) To prevent localization of products	K2	CO1
2	3	What does international market research involve? a) Gathering and interpreting data about global markets b) Selling only to domestic customers c) Recruiting employees from abroad d) Avoiding research to save time	K1	CO2
	4	Why do firms analyze previous case studies before entering foreign markets? a) To learn from earlier successes and failures b) To shorten their research period c) To raise promotional costs d) To duplicate other companies' strategies	K2	CO2
3	5	Which of the following is an example of an eco-friendly or green product? a) Plastic packaging b) Solar-powered charger c) Petrol car d) Single-use plastic cups	K1	CO3
	6	In what way can pricing strategies influence a firm's success in international markets? a) By affecting the product's perceived value and competitiveness b) By impacting only local sales c) By having no connection to customer opinion d) By unnecessarily raising production costs	K2	CO3
4	7	What is a major objective of international advertising? a) To build global awareness and a positive brand image b) To cut production levels c) To prevent brand recognition d) To mislead competitors	K1	CO4
	8	Why must firms choose suitable media channels for global advertising? a) To make messages unclear b) To reach the intended audience effectively c) To waste advertising funds d) To reduce customer interaction	K2	CO4
5	9	What does the term "omni channel" mean in e-commerce? a) A unified system offering customers a smooth experience across all platforms b) Selling only through physical stores c) Using only television for promotion d) Restricting buyers to one payment option	K1	CO5

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5	10	Which of the following represent current trends in information technology? a) Handwritten records and manual filing b) Artificial Intelligence and Cloud Computing c) Fax machines and floppy disks d) Paper-based communication systems	K2	CO5
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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.	Explain the significance of marketing in emerging markets. (OR)	K2	CO1
	11.b.	Outline the importance of identifying and overcoming marketing barriers.		
2	12.a.	How would you apply international market segmentation to launch a new consumer product in foreign markets? (OR)	K3	CO2
	12.b.	Apply outsourcing concepts to explain how a firm can reduce costs in international marketing.		
3	13.a.	How would you apply the considerations of international product design to launch a new smart phone successfully in multiple countries? (OR)	K4	CO3
	13.b.	Discuss the ethics in International Marketing with its importance.		
4	14.a.	Explain the role of advertising agencies in ensuring cultural sensitivity in global campaigns. (OR)	K5	CO4
	14.b.	Assess how distribution logistics affect customer satisfaction in international markets.		
5	15.a.	Evaluate the impact of global competition on pricing and product strategy for e-commerce MNCs. (OR)	K5	CO5
	15.b.	Assess how CSR and sustainability strategies can create a competitive advantage for MNCs in international e-commerce.		

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	Explain how technology and communication affect global marketing strategies.	K2	CO1
2	17	How would you identify and target international marketing opportunities to launch electric vehicles in Asia?	K3	CO2
3	18	Analyze the competitive forces influencing the global airline industry using Porter's Five Forces framework.	K4	CO3
4	19	Compare and evaluate the use of the AIDA model in promoting consumer electronics in developed and developing countries. Suggest improvements for better results.	K5	CO4
5	20	How does social commerce help a company expand in international markets? Compare it with traditional digital marketing and explain which is more effective.	K5	CO5