

**PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)**

**BCom DEGREE EXAMINATION MAY 2026
(Sixth Semester)**

Branch – COMMERCE (FOREIGN TRADE)

INTERNATIONAL MARKETING

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	What is International Marketing? (i) Domestic marketing (ii) Marketing within one state (iii) Marketing across national borders (iv) Local trade	K1	CO1
	2	Which of the following is a market entry strategy? (i) Pricing (ii) Exporting (iii) Branding (iv) Packaging	K2	CO1
2	3	Product Life Cycle consists of _____ stages. (i) 2 (ii) 3 (iii) 4 (iv) 6	K1	CO2
	4	Branding helps to _____. (i) Reduce cost (ii) Identify products (iii) Increase tax (iv) Avoid sales	K2	CO2
3	5	Dumping refers to _____. (i) Selling at high price (ii) Selling below cost in a foreign market (iii) Selling locally (iv) Buying Goods	K1	CO3
	6	Which factor affects international pricing? (i) Culture (ii) Weather (iii) Language (iv) Competition	K2	CO3
4	7	Personal selling is part of _____. (i) Pricing (ii) Promotion (iii) Production (iv) Distribution	K1	CO4
	8	Trade fairs are used for _____. (i) Promotion (ii) Production (iii) Accounting (iv) Storage	K2	CO4
5	9	Marketing research helps in _____. (i) Guessing (ii) Ignoring data (iii) Decision making (iv) Reducing Sales	K1	CO5
	10	Sampling means _____. (i) Studying entire population (ii) Ignoring data (iii) Selling Goods (iv) Selecting a part of population	K2	CO5

Cont...

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 concept and importance of International Marketing.	K3	CO1
		(OR)		
	11.b.	Examine the market entry strategies in International Marketing.		
2	12.a.	Explain Product Life Cycle with its stages.	K3	CO2
		(OR)		
	12.b.	Discuss branding and packaging in International Marketing.		
3	13.a.	Explain the factors affecting international pricing.	K2	CO3
		(OR)		
	13.b.	Outline dumping and transfer pricing.		
4	14.a.	Explain the communication mix in International Marketing.	K2	CO4
		(OR)		
	14.b.	Discuss the role of trade fairs and exhibitions.		
5	15.a.	Explain the importance of marketing research in international business.	K3	CO5
		(OR)		
	15.b.	Summarize the steps involved in a research report preparation.		

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 the process of market selection and discuss various market expansion strategies in International Marketing.	K3	CO1
2	17	Analyze the product strategies and explain the Product Portfolio Matrix in International Marketing.	K4	CO2
3	18	Evaluate different pricing methods and explain export pricing strategies.	K3	CO3
4	19	Analyze the promotional strategies used in international marketing and discuss the challenges in global communication.	K5	CO4
5	20	Explain the process of international marketing research and discuss the problems faced in international research.	K4	CO5