

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

MCom (IB) DEGREE EXAMINATION DECEMBER 2022
(First Semester)

Branch – INTERNATIONAL BUSINESS

GLOBAL MARKETING MANAGEMENT / INTERNATIONAL
MARKETING MANAGEMENT

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

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

- 1 Extension of marketing activities across the globe is called as
(i) International Business (ii) Universal Marketing
(iii) International Marketing (iv) None of the above
- 2 Factors affect international marketing decisions.
(i) Political (ii) Economical
(iii) Social (iv) All of the above
- 3 is a integrate and comprehensive network of information relating to all areas of international business having a direct or indirect bearing on marketing.
(i) International marketing data service
(ii) International marketing information systems
(iii) International marketing intelligence systems
(iv) International marketing artificial intelligence
- 4 Large type of exporter will choose type of distribution channel.
(i) Exclusive (ii) Inclusive
(iii) Direct (iv) Indirect
- 5 The term green marketing in international marketing refers to.....
(i) Influence of green color on marketing decisions
(ii) Environmental protection and concerns
(iii) Marketing of natural products
(iv) Greenhouse effects

SECTION - B (15 Marks)

Answer ALL Questions

ALL questions carry EQUAL marks (5 x 3 = 15)

6. a) Explain the importance of global marketing.
OR
b) Illustrate the ethics in International marketing.
7. a) Discuss the entry and expansion strategies global market.
OR
b) Evaluate the role of global marketing information systems in global market.
8. a) Show the basic concepts of global marketing strategies for new product decisions.
OR
b) Justify the importance of pricing and its objectives in global marketing.

Cont...

9. a) Analyze the concept of standardization vs adaptation issues in international marketing.
OR
b) Classify the types of marketing channels in global marketing.
10. a) Evaluate the history of digital revolution in global e-Commerce.
OR
b) State the importance of global marketing and the internet in the current era.

SECTION -C (30 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks (5 x 6 = 30)

- 11.a) Enumerate the driving and restraining forces of global marketing with suitable examples.
OR
b) Assess the needs of green marketing initiative in global marketing.
- 12.a) Analyze the importance of market segmentation and market selection process in global marketing research.
OR
b) Justify the need of analyzing and targeting global marketing opportunities.
- 13.a) Assess the role of new products and global service in global marketing.
OR
b) Criticize the importance of product positioning and product differentiation in global marketing strategies.
- 14.a) Interpret the role of international advertising goals and strategies in global marketing.
OR
b) Classify the global marketing channels and physical distribution followed in global market.
- 15.a) Elucidate the importance of global e – Commerce.
OR
b) Determine the need of information technology and big data for international marketing.

Z-Z-Z

END