PSG COLLEGE OF ARTS & SCIENCE (AUTONOMOUS)

MCom (IB) DEGREE EXAMINATION MAY 2024

(First Semester)

Branch - INTERNATIONAL BUSINESS

GLOBAL MARKETING MANAGEMENT

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions
ALL questions carry EQUAL marks

Module No.	Question No.	Question		СО
1	1	Factors affects International Marketing Decision. a) personal b) Culture c) Social d) A and B	K1	CO1
	2	Extension of Marketing Activities Across the global is called as a) International business b) International business c) Universal marketing d) A and B	K2	CO1
2	3	What is Primary Goal of Market Segmentation? a) Maximizing Profit b) Minimizing Costs c) Identifying & Targeting Distinct Consumer Segments d) Standardizing Products Globally	K1	CO2
	4	Refer to the selling of the products below the cost of production or at below the Ongoing price in the market. a) Gate pricing b) Dumping c) Cheap pricing d) Counter trade	K2	CO2
3	5	What role does Demand based Pricing play in a global context? a) Encouraging Market Entry b) Responding to local consumer preferences c) Mitigating Exchange Rate Risk d) Minimizing variable costs	K1	CO3
	6	What is the main goal of launching a new product globally? a) Profit b) Awareness c) Differentiation d) Market Share	K2	CO
	100,0500	Expand AIDA. a) Attention Interest Desire Action Activity	17.1	60

b) Appreciation Interest Decision Activity

c) Affection Interest Determination Action

What is the main purpose of foreign distribution

b) Cost

d) Awareness

d) Affection Interest Desire Action

channels?

a) Profit

c) Reach

Cont...

CO₄

CO4

K1

K2

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Cont...

	9	0) 001111011	les K1 oduction	CO5
5	10		n global marketing? wareness K2 bllaboration	CO5

SECTION - B (35 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

 $(5\times7=35)$

Module	Question	Question	K Level	CO
No.	No.		77.7	CO3
1	11.a.	Construct the Basic concepts of Global Marketing.	K3	CO3
		(OR)	7/2	CO2
	11.b.	Organize the various types of Global Marketing.	K3	CO3
2	12.a.	Plan the Importance of Marketing Information	K3	CO2
		Systems. (OR)	K3	CO2
	12.b.	Construct the Process of foreign Market Selection.		ļ
	13.a.	Inspect Global Pricing? Explain in details.	K4	CO4
_		(OR)	ļ	
3	13.b.	Survey on (I) Green Products (II) Product	K4	CO5
		Positioning		
	14.a.	Distinguish types of marketing Communication.	K4	CO4
4		(OR)		004
,	14.b.	Divide the Major Factors of Media Selection.	K4	CO4
5	15.a.	Appraise the History of Digital Revolution. Explain in details.	K5	CO5
		(OR)		005
	15.b.	Perceive notes on (I) Global E-Commerce (II)	K5	CO5
	15.0.	Value Network	<u>. </u>	<u> </u>

SECTION -C (30 Marks)

Answer ANY THREE questions

ALL questions carry EQUAL Marks

 $(3 \times 10 = 30)$

Module No.	Question No.	Question	K Level	CO
1	16	Examine the Ethic is Important in International Market. Inspect the main components of Global Marketing Information System.		CO4
2	17			CO4
3	18	Prioritize the launching a new product in Global Market. Explain.	K5	CO4
4	19	Enumerate the various Types of International Distribution Channel.	K4	CO4
5	20	Recommend the principles of CSR in detail.	K.5	CO5