

PSG COLLEGE OF ARTS & SCIENCE  
(AUTONOMOUS)

BCom DEGREE EXAMINATION MAY 2024

~~(First Semester)~~  
FIFTH

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 Name the term for a joint venture between a foreign company and a local company in the target market.  
(i) Exporting (ii) Licensing  
(iii) Franchising (iv) Strategic alliance
- 2 What is the primary purpose of branding in international business?  
(i) To create uniformity in product design  
(ii) To increase manufacturing efficiency  
(iii) To establish a unique identity and reputation in foreign markets  
(iv) To reduce marketing costs
- 3 Which pricing strategy involves charging a premium price for a product or service to emphasize its high quality or exclusivity in international markets?  
(i) Penetration pricing (ii) Cost-plus pricing  
(iii) Skimming pricing (iv) Price discrimination
- 4 Identify the promotional strategy aims to maintain a consistent brand image and message across multiple international markets.  
(i) Customization (ii) Adaptation  
(iii) Standardization (iv) Globalization
- 5 What term is used to describe the practice of collecting and analyzing information about the target market, including demographic, economic, and cultural data?  
(i) Market segmentation (ii) Market research  
(iii) Competitive analysis (iv) Business intelligence

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks (5 x 3 = 15)

- 6 a) State the advantages of mergers and acquisition.  
OR  
b) Outline the sources of information required for market selection.
- 7 a) Explain the factors obstructing the growth of new products.  
OR  
b) Classify the products in global market.
- 8 a) Summarise the objectives of transfer pricing.  
OR  
b) Narrate about Persistent dumping.

Cont...

- 9 a) State the benefits of using direct channels of distribution.  
OR  
b) Describe the term personal selling
- 10 a) Explain International Marketing Information System.  
OR  
b) Summarise the importance of Sampling.

**SECTION -C (30 Marks)**

Answer ALL questions

ALL questions carry EQUAL Marks

(5 x 6 = 30)

- 11 a) Elucidate the advantages of direct exporting.  
OR  
b) Examine the various criteria for market segmentation in global business.
- 12 a) Identify key considerations in developing international branding strategies.  
OR  
b) Point out the factors to be noted at the time of packaging
- 13 a) Discuss the important pricing objectives in export pricing.  
OR  
b) Outline the steps involved in pricing.
- 14 a) Highlight the objectives of international marketing communication.  
OR  
b) Elucidate the functions of export promotion councils
- 15 a) Enumerate the problems to be faced in overseas market research.  
OR  
b) Highlight the role of international research agencies in market research.

Z-Z-Z

END