

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

MCom(IB) DEGREE EXAMINATION DECEMBER 2023
(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

(10 × 1 = 10)

Question No		K Level	CO
1.	Once a firm decides to enter an industry and chooses a market in which to compete, it must gain an understanding of its competitive environment. This challenge can be undertaken by completing a(n): a) Market analysis b) Strategic Analysis c) Competitor Analysis d) Industry analysis.	K1	CO1
2.	The term green Marketing in Global Marketing is related to _____ a) Influence of green color on marketing decisions b) Environmental concerns and protection c) Marketing of Natural Farming d) Green house effect	K2	CO1
3.	_____ is the systematic design, collection, analysis and reporting of data and findings relevant to a specific marketing situation facing the company. a) Business analytics b) Marketing research c) Marketing survey d) Marketing information system	K1	CO3
4.	Which of the following represents a company's effort to identify and categorize groups of customers and countries according to common characteristics? a) Global positioning b) Global market segmentation. c) Global marketing research d) Global targeting	K2	CO2
5.	According to Schlegelmilch (2016) what is the contribution of the PLC concept to global strategic marketing? a) It explains internationally shifting foreign production Patterns- b) It explains why a product that begins as a nation export often ends up becoming an import. c) It explains why foreign companies are more competitive in overseas markets. d. It traces the revenue and profit patterns of a given product in different countries around the world	K1	CO5
6.	Consumers actively process price information through a) Informal communication b) Point-of-purchase c) Online sources d) All of the above	K2	CO4
7.	With regard to distribution customers are primarily interested in ____? a) Speed, relevance and convenience b) Space, reliability and convenience c) Speed, reliability and cost. d) speed, reliability and convenience	K1	CO3
8.	Which of the following is more effective tool for promotion process? a) Advertisement b) Personal sale c) Publicity d) Sales promotion.	K2	CO2
9.	The _____ dimension of social responsibility refers to a business's societal contribution of time, money, and other resources. a) Ethical b) Philanthropic c) Volunteerism d) Strategic	K1	CO5

Cont...

10.	Buying and selling of goods and services on the internet is called _____.	K2	CO4
	a) E-Trade c) E-Challan	b) E-Commerce d) E-Training	

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.	Examine the importance of global marketing.	K4	CO1
	(OR)			
	11.b.	Inspect the characteristics of emerging market.		
2	12.a.	Discover the components of marketing information systems.	K4	CO2
	(OR)			
	12.b.	Classify the various types and importance of international market segmentation.		
3	13.a.	Formulate 'product positioning from product differentiation strategy'.	K6	CO3
	(OR)			
	13.b.	List the global product examples and maximize the advantages of global branding.		
4	14.a.	Expand AIDA and examine the strategies for effective marketing communication.	K5	CO4
	(OR)			
	14.b.	Interpret the objectives of international advertising and explain the difference between standardisation and adaptation strategy.		
5	15.a.	Interpret CSR - "A socially responsible society in the era of globalization"- justify.	K5	CO5
	(OR)			
	15.b.	Evaluate the positive effects of the digital revolutions in global marketing.		

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	Examine the various steps of competitive analysis and also various methods of industrial analysis.	K4	CO1
2	17	Discover the global market entry and expansion strategy with examples.	K4	CO2
3	18	Develop the objectives of pricing in global marketing and also the importance of pricing strategies in global market.	K6	CO3
4	19	Evaluate the various types and functions of distribution channels with examples.	K5	CO4
5	20	Estimate the impacts of big data on international marketing decisions.	K5	CO5

Z-Z-Z

END