

**Avinashilingam Institute for Home Science and Higher Education for Women
(Deemed to be University) Coimbatore-641043.**

**Master's Degree Examination – November 2018
III Semester**

**Class : II PG
Major : Commerce**

**Time: 3 hours
Max. Marks: 60**

**17MCOC19 Elective-II Paper I
B Marketing –International Marketing
Part A**

10 × 1/2 = 5

Choose the correct answer

- The study of international marketing should focus primarily on:
(a) Product (b) Place (c) Price and Promotion (d) All the above
- This country is the world's largest exporter
(a) USA (b) Germany (c) Japan (d) China
- As a result of international trade and global interdependence, countries' inflation rates tend to:
(a) Increase (b) Moderate (c) Be Unpredictable (d) Be Unstable
- A company's microenvironment, 'customer markets' are of
(a) 5 Types (b) 4 Types (c) 3 Types (d) 2 Types
- Markets in which market offerings are bought from sellers for reselling purpose are known as
(a) Business Markets (b) Reseller Markets (c) International Markets (d) Government Markets
- 'natural forces or factors' are considered in company's environment called
(a) Macro Environment (b) Micro Environment (c) Both a and b (d) None
- FDI was introduced in the india in
(a) 1990 (b) 1991 (c) 1992 (d) 1993
- Pricing strategy in which prices are set lower to actual price to trigger short term sales is classified as
(a) Promotional pricing (b) Short term pricing
(c) Quick pricing (d) Cyclical pricing
- Systematic blend of personal selling, sales promotion, advertising and public relations to communicate customer value is called
(a) Promotional mix (b) Marketing Communication mix
(c) Strategic buyer behavior mix (d) Both a and b.
- A company can create differentiation for its product with help of
(a) Channel differentiation (b) Image differentiation
(c) Employee Differentiation (d) All the above

PART – B

Answer all the questions

(5 × 4 = 20)

Each answer should not exceed 200 words or one page

11.a. Differentiate among the three international marketing concepts.

(Or)

b. What are the international marketing decisions taken by firm?

12.a. Enumerate the different types of trade barriers.

(Or)

b. State the various elements of culture.

13.a. State the requirements for effective segmentation.

(Or)

b. What are differences between factoring and forfeiting?

14.a. Enumerate the important product decisions in international marketing management. (Or)

b. State the major factors influencing packaging Decisions.

15.a. Explain international marketing channel system.

(Or)

b. What are the processes of personal selling? Explain.

PART – C

Answer all the questions

(5 × 7 = 35)

Each answer should not exceed 600 words or three pages.

16.a. Explain the essential features of International Marketing.

(Or)

b. Discuss the four phases of international marketing involvement.

17.a. Discuss the cultural change strategies a foreign marketer can pursue.

(Or)

b. What are the three ethical principles that provide a framework help to distinguish between right and wrong? Explain.

18.a. Explain the advantages and disadvantages of contract manufacturing.

(Or)

b. Illustrate the reasons for counter trade and explain the various forms of countertrade.

19.a. Briefly explain the nature of product, components of products and product life cycle. (Or)

b. Explain the different methods that are followed in export pricing.

20.a. Describe the role of direct exporting channels and types of foreign intermediaries. (Or)

b. Discuss the important problems which make the development of international marketing communication difficult.