



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.B.A. DEGREE EXAMINATION – BUSINESS ADMINISTRATION

FIFTH SEMESTER – NOVEMBER 2017

BU 5405 - INTERNATIONAL MARKETING

Date: 15-11-2017
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

PART – A

Answer **ALL** the questions:

(10 x 2 = 20)

1. Define Societal Marketing Concept.
2. What is strategic vision?
3. What is franchising?
4. Bring out any two importance of strategic alliance in international marketing.
5. What is product adaptation?
6. Define Augmented product.
7. What are tariff quotas?
8. Define pricing.
9. What is dumping?
10. What is marketing communication mix in International marketing?

PART – B

Answer any **FOUR** questions:

(4 X 10 = 40)

11. Briefly explain the product strategies that are used in International Marketing.
12. Explain the functions and components of Branding in global market.
13. Briefly explain the steps involved in the process of market selection.
14. Describe the market entry strategies of firms in International marketing.
15. Explain the product life cycle of International marketing with an example.
16. State the Pricing policies of International Pricing.
17. Write a brief note on the importance of promotion mix in International marketing.

PART – C

Answer any **TWO** questions:

(2 X 20 = 40)

18. Explain the important steps in developing an effective International Marketing communication.
19. Write a note on channels of distribution in foreign markets.
20. Discuss the necessities of International marketing.
21. Explain in detail the process of new product development for an international product.

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