

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



B.B.A. DEGREE EXAMINATION – BUSINESS ADMINISTRATION

FIFTH SEMESTER – NOVEMBER 2018

BU 5405 – INTERNATIONAL MARKETING

Date: 01-11-2018

Dept. No.

Max. : 100 Marks

Time: 09:00-12:00

PART – A

Answer **ALL** the questions:

(10 x 2 = 20)

1. Define customer centric approach.
2. What do you mean by pull factor?
3. What is joint venture?
4. What is an augmented product?
5. What are co-brands?
6. What is product adaptation?
7. Define global brand.
8. What is price skimming?
9. Mention the ways of exporting a product in International marketing.
10. What is tariff in International marketing?

PART – B

Answer any **FOUR** questions:

(4 X 10 = 40)

11. Discuss the factors of competitor analysis for an international product.
12. Explain the types of foreign Intermediaries.
13. Explain the various ways of indirect exporting in International Marketing.
14. Illustrate the market entry strategies of firms at global level.
15. Explain the various stages in product life cycle for an International product.
16. Briefly explain the various participants in International marketing.
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. Describe important steps in developing an effective International Marketing communication.
19. Explain the Micro-environment factors affecting international market.
20. Explain the various factors affecting channel decision in International Marketing.
21. Explain in brief the various policies or methods of pricing at global level.