



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Com. DEGREE EXAMINATION – COMMERCE

SIXTH SEMESTER – APRIL 2013

CO 6601 - INTERNATIONAL MARKETING

Date:27/04/2013

Dept. No.

Max. : 100 Marks

Time:1:00 - 4:00

PART – A

ANSWER ALL THE QUESTIONS:

(10x2=20)

1. What are quotas?
2. Expand franchising.
3. Expand 'GATT'.
4. What is licensing?
5. What is a global product?
6. What are tariff barrier's?
7. List out the different marketing environments.
8. What is export pricing?
9. What is product standardization?
10. What do you understand by dumping?

PART – B

ANSWER ANY FIVE QUESTIONS

(5x8=40)

11. Classify tariffs.
12. Explain the stages in international product life cycle.
13. What are the factors affecting international marketing?
14. Explain the various stages of international marketing.
15. What are the issues that make the producer go abroad and market his products?
16. What are the differences between international and domestic marketing?
17. Explain the scope of international marketing.
18. Explain developments that tend to favour globalization.

PART – C

ANSWER ANY TWO QUESTIONS

(2x20=40)

19. Describe the important components of International Business Environment.
20. What are the factors to be considered in pricing decisions for global markets?
21. "Market selection is a strategic decision about the segments of the foreign market that it should enter". Describe the strategic decisions taken in the market selection process of a new foreign market.

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