



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Com. DEGREE EXAMINATION – COMMERCE

FOURTH SEMESTER – APRIL 2022

PCO 4501 – INTERNATIONAL MARKETING

Date: 15-06-2022 Dept. No.

Dept.

No.

Time: 01:00 PM - 04:00 PM

Max. : 100

Marks

PART – A

(10x 2 = 20 Marks)

Answer ALL the questions

1. What do you mean about global marketing?
2. What is In-house export organization?
3. Enlist the benefits of competitive advantage
4. Define the concept “Country focus”.
5. What is market holding?
6. What do you mean by Keiretsu?
7. What is licensing?
8. Enlist the major advantages of global promotion
9. Define the slogan “Maru-c”.
10. What is product positioning?

PART – B

(4 x 10 = 40 Marks)

Answer any FOUR questions

11. Describe the EPRG Framework
12. Write short notes on: (i) Gray market Goods, (ii) Dumping.
13. Explain the five categories of factor resources described by Michael E. Porter
14. In what ways can global advertising campaigns benefit a company? Explain
15. State the different generic strategies of competitive advantage.
16. What are six attributes of GSP? How could these benefits global marketing?
17. What are the factors influence the channel structure? Explain.

PART – C

(2 x 20 = 40 Marks)

Answer any TWO questions

18. Discuss the driving and restraining factors to be considered when planning an international business venture.
19. Explain global pricing objectives and strategies with examples.
20. Analyse the global product planning strategic alternatives available for geographic expansion.
21. Global strategic partnerships have led to relevant value creation for Indian consumers. Discuss with examples.
