



**LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034**

**M.Com. DEGREE EXAMINATION – COMMERCE**

**FOURTH SEMESTER – APRIL 2023**

**PCO 4501 – INTERNATIONAL MARKETING**

Date: 29-04-2023

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 NOON

**PART – A**

**(10x 2 = 20 Marks)**

**Answer ALL the questions**

1. Define “Customer value”.
2. What is management myopia?
3. Enlist the benefits of dual extension.
4. Define the concept “Licensing”.
5. What is global retailing?
6. Differentiate vertical segmentation from horizontal segmentation.
7. What is meant by market skimming?
8. Mention the major advantages of global advertising.
9. Define the slogan “Maru-c”.
10. What is standardized global marketing?

**PART – B**

**(4 x 10 = 40 Marks)**

**Answer any FOUR questions**

11. What are the basic goals of marketing? Are these goals relevant to global marketing?
12. Describe the EPRG Framework.
13. Explain the global pricing strategies with examples.
14. Enumerate the role of sales promotion in the marketing mix.
15. What criteria should global marketers consider when making product design decisions?
16. What are six attributes of GSP? How could these benefit global marketing?
17. What are the factors that influence the channel structure? Explain.

**PART – C**

**(2 x 20 = 40 Marks)**

**Answer any TWO questions**

18. What are the various components of international marketing environment, which a manager must continuously monitor? Elaborate.
19. Analyze Michael E. Porter's Generic strategies for creating competitive advantage.
20. Elucidate the major segments available in global markets.
21. Discuss the different distribution functions of the global value chain.

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