



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.B.A. DEGREE EXAMINATION - BUSINESS ADMINISTRATION

FIFTH SEMESTER – NOVEMBER 2015

BU 5405 - INTERNATIONAL MARKETING

Date : 14/11/2015
Time : 09:00-12:00

Dept. No.

Max. : 100 Marks

Section A

Answer all the questions

10*2=20

1. Give the meaning of International marketing.
2. What is strategic vision?
3. What are quotas?
4. What is a joint venture?
5. What is an expected product?
6. What is product adaptation?
7. What is indirect exporting?
8. What is price skimming?
9. Give the meaning of dumping in International market.
10. What is communication mix?

Section B

Answer any four questions

4*10=40

11. Briefly explain the hurdles faced by firms in International marketing.
12. Illustrate the product life cycle for an International product.
13. Briefly explain the various participants in International marketing.
14. Illustrate the market entry strategies of firms in International marketing.
15. Differentiate between franchising and licensing.
16. State the objectives of International Pricing.
17. What are trade barriers? Explain the various trade barriers of international marketing.

Section C

Answer any two questions.

2*20=40

18. Discuss the various types of International marketing environment that firms have to face in their operations.
19. Write a note on channels of distribution in foreign markets.
20. Explain in brief the various ways of promotion in international markets.
21. Explain in brief the various policies or methods of pricing in International marketing.
