

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Com. DEGREE EXAMINATION – COMMERCE

SIXTH SEMESTER – APRIL 2010

CO 6601 - INTERNATIONAL MARKETING

Date & Time: 17/04/2010 / 9:00 - 12:00 Dept. No.

Max. : 100 Marks

PART – A

Answer ALL questions

(10 x 2 = 20 marks)

1. What does International marketing mean?
2. What is management contracting?
3. What is licensing?
4. What is product mix?
5. Define Brand.
6. What are the two types of costs in export marketing?
7. What is Indirect Exporting?
8. List the steps in Product life cycle.
9. What is cost based pricing?
10. Who are called Agents?

PART – B

Answer any FIVE questions

(5 x 8 = 40 marks)

11. What are the Challenges faced in International marketing?
12. Write a brief note on the different types of non-tariff barriers.
13. Explain Turnkey Contracts.
14. What are the steps in new product development?
15. Explain the factors affecting pricing.
16. What are the components of logistics management?
17. Write a note on marketing environment and promotion strategy.
18. Explain the role of export promotion organization.

PART – C

Answer any TWO questions

(2 x 20 = 40 marks)

19. Explain the strategic modes of entry decisions to be taken by a manufacturing company when in plans to go international.
20. Explain how political environment affects International marketing.
21. Describe the importance of packaging in International marketing with sufficient illustrations.

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