 LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

**M.Com.** DEGREE EXAMINATION - **COMMERCE**

FOURTH SEMESTER – APRIL 2012

# CO 4802 - INTERNATIONAL MARKETING

Date : 16-04-2012 Dept. No. Max. : 100 Marks

Time : 1:00 - 4:00

**SECTION- A**

***Answer ALL the Questions in this section: (10 x 2 = 20 Marks)***

*Explain the meaning of the following*:

1. Global Localisation
2. Big Emerging Markets (BEMs)
3. Gray Marketing
4. Balance of Payments
5. Culture
6. Market Segmentation
7. Concentrated global marketing
8. Global strategic partnership
9. Piggyback marketing
10. Emotional appeal

**SECTION- B**

***Answer any FIVE Questions in this section: (5 x 8 = 40 Marks)***

1. Describe the meaning of ethnocentric, polycentric, regiocentric and geocentric management orientations in relation to International Marketing.
2. Explain how the economic systems are classified based on resource allocation and resource ownership.
3. Describe the similarities and differences between a free trade area, a customs union, a common market, and an economic union. Give an example of each.
4. Discuss how the anthropologist *Geert Hofstede* has compared different cultures in terms of five dimensions.
5. Discuss the five factors, Roger has identified that affect the rate at which innovations are adopted.
6. Describe the five market expansion strategies.
7. Enlist and explain the activities involved in distribution.
8. What are the factors that must be taken into account when determining the extent to which the promotion must be localised in international marketing?

**SECTION- C**

***Answer any TWO Questions in this section: (2 x 20 = 40 Marks)***

1. List out and explain the driving and restraining forces that affect global integration and global marketing.
2. Identify and explain the environmental influences on pricing decisions by global marketers.
3. Briefly explain the factors that constrain the process of shaping international channels to fit overall company objectives.

\*\*\*\*\*\*\*\*\*