



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Com. DEGREE EXAMINATION – COMMERCE

FOURTH SEMESTER – APRIL 2016

CO 4807 - INTERNATIONAL MARKETING

Date: 15-04-2016
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

SECTION – A

Answer ALL the questions

(10 x 2= 20 Marks)

Explain each of the following terms / concepts in about 50 words

1. Differential advantage
2. Management Myopia
3. Piggyback Marketing
4. Slogan *Maru-c*
5. GSPs
6. Standardization.
7. Anti-Dumping duty
8. Rational appeal
9. Independent agents
10. Market skimming

SECTION – B

Answer any FOUR questions

(4 x 10= 40 Marks)

11. Identify and explain the driving forces that affect global integration and global marketing
12. Briefly discuss the four successful approaches utilized by Japanese competitors for competitive innovation and strategic intent.
13. Explain some of the relevant Pricing decision areas for a Global product.
14. What are the various dimensions of “Cultural differences”?
15. Comment on Long Term Strategies which help brands to last long.
16. What are the important characteristics that influence the global retailers?
17. Explain briefly the various promotion strategies available to global marketers.

SECTION – C

Answer any TWO questions

(2 x 20= 40 Marks)

18. Explain the management orientations of global companies that are based on both conscious and unconscious assumptions and beliefs about the nature of the world
19. Discuss the various entry strategies that are available for a company that is desirous to enter into global markets.
20. Describe a case history of any one Global brand of Indian origin.
21. Are cultural differences a key cause for failures between Joint venture partners. Comment on using Chrysler and BMW merger experience?
