

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



**B.Com. DEGREE EXAMINATION – COMMERCE**

**SIXTH SEMESTER – APRIL 2019**

**CO 6601– INTERNATIONAL MARKETING**

Date: 03-04-2019  
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

**PART – A**

**Answer any FOUR questions**

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

1. What are the differences between international and domestic marketing?
2. Comment on some qualities of a global brand, using examples of top global brands known to you.
3. Explain the major functions of channel members.
4. Explain the developments that tend to favour globalization.
5. What are the factors affecting competition in an industry? Explain, using Michael Porter' 5-force model.
6. Enumerate the advantages of global advertising.
7. Describe the various types of pricing techniques adopted in global marketing.
8. Briefly explain 'Product Positioning' as important product decisions in crafting internationally successful products/services

**PART – B**

**Answer any THREE questions**

**(3 x 20= 60 Marks)**

09. Explain the various global market entry strategies.
10. Discuss the factors that restrain international business to invest in foreign countries.
11. Explain the stages in international product life cycle.
12. Describe the global promotional strategies with examples.
13. Elucidate Geert Hofstede's typology to evaluate nations.
14. Describe a case history of any one Global brand of Indian origin.

\*\*\*\*