



LOYOLA COLLEGE (AUTONOMOUS) CHENNAI – 600 034

M.Com. DEGREE EXAMINATION – COMMERCE

FOURTH SEMESTER – APRIL 2025

CO 4802 – INTERNATIONAL MARKETING



Date: 23-04-2025

Dept. No.

Max. : 100 Marks

Time: 01:00 PM - 04:00 PM

SECTION A

Answer ANY FOUR of the following

(4 x 10 = 40 Marks)

1. What are the determinants of foreign market selection?
2. Explain the modes of entering into a foreign market.
3. How do you appraise the potential export market for Indian spices in the European market?
4. Distinguish between High context culture and Low context culture.
5. What are the strategic alternatives available for a company that wants to export geographically in a global market?
6. Elucidate the basic principles of international marketing.
7. What are the driving forces that promote trade?
8. Is 'Product standardisation' an appropriate marketing strategy for recessionary times?

SECTION B

Answer ANY THREE of the following

(3 x 20 = 60 Marks)

9. How does economical, technological, political and social factors affect international marketing?
10. Describe some of the global marketing strategies available to companies. Give examples of companies using these strategies.
11. Discuss on the various global pricing objectives and strategies available to global marketers.
12. Give a critical appraisal of globalization in the current context of global recession.
13. Discuss the importance of global advertising appeals and how they vary across cultures.
14. Enumerate the factors that influence the channel structure in detail.

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