



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.B.A. DEGREE EXAMINATION – BUSINESS ADMINISTRATION

FIFTH SEMESTER – APRIL 2016

BU 5405 - INTERNATIONAL MARKETING

Date: 25-04-2016
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

Section A

Answer all the questions

(10*2=20)

1. Define International marketing.
2. What is globalization?
3. What is price skimming?
4. What is strategic alliance in international marketing?
5. What is an augmented product?
6. What is product extension?
7. What are tariff quotas?
8. Give the meaning of dumping in international market.
9. What is marketing communication mix in International marketing?
10. Name any 4 Indian companies operating in International markets.

Section B

Answer any four questions

(4*10=40)

11. Discuss the EPRG frame work of International marketing.
12. Discuss the challenges faced by firms in International marketing.
13. Briefly explain the steps involved in the process of market selection.
14. Distinguish between franchising and licensing in International Marketing.
15. Write a note on the international product strategies & levels of a product.
16. State the objectives of Pricing in International markets.
17. Explain the major decisions in international marketing communications.

Section C

Answer any two questions.

(2*20=40)

18. Discuss the necessities of International marketing.
19. Explain in detail the factors affecting most the channel decision.
20. Illustrate the pricing methods in International marketing.
21. Illustrate the process of new product development for an international product.
