



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.B.A.DEGREE EXAMINATION – BUSINESS ADMINISTRATION

FIFTHSEMESTER – APRIL 2018

BU 5405- INTERNATIONAL MARKETING

Date: 08-05-2018
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

PART – A

Answer **ALL** the questions:

(10 x 2 = 20)

1. Define International marketing.
2. What is strategic vision?
3. What are quotas?
4. Write a short note on foreign agents.
5. What is a core product?
6. What is product adaptation?
7. Bring out any two importance of strategic alliance in international marketing.
8. What is dumping?
9. What is indirect exporting?
10. What is joint venture?

PART – B

Answer any **FOUR** questions:

(4 X 10 = 40)

11. Explain the major decisions in international marketing communications.
12. Describe the importance of the product strategies that are used in International Marketing.
13. Explain the various parameters to be considered for market choice decision.
14. Illustrate the market entry strategies of firms in International marketing.
15. State the objectives of International Pricing.
16. Discuss the factors of competitor analysis at global level.
17. Explain the product life cycle of International marketing with an example.

PART – C

Answer any **TWO** questions:

(2 X 20 = 40)

18. Elaborate in detail the process of new product development for an international product.
19. Explain the Micro-environment factors affecting global market.
20. Describe the model and important steps in developing an effective international marketing communication.
21. Explain in brief the various ways of promotion in international markets.

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