



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.B.A. DEGREE EXAMINATION – BUSINESS ADMINISTRATION

FIFTH SEMESTER – NOVEMBER 2014

BU 5405 - INTERNATIONAL MARKETING

Date : 12/11/2014
Time : 09:00-12:00

Dept. No.

Max. : 100 Marks

PART - A

ANSWER **ALL** THE QUESTIONS:

(10 x 2 = 20)

1. What is ethnocentric orientation?
2. Mention few pull factors of International Marketing.
3. What is franchising?
4. What is joint venture?
5. What is a core product?
6. What is price skimming in international marketing?
7. Mention the ways of exporting a product in International marketing.
8. Who are co-operative organizations?
9. What is dumping?
10. What is tariff in International marketing?

PART – B

ANSWER ANY **FOUR** QUESTIONS:

(4 x 10 = 40)

11. Briefly explain the product strategies that are used in International Marketing.
12. Explain the various parameters to be considered for market choice decision.
13. Explain the various ways of indirect exporting in International Marketing.
14. Explain the objectives of pricing in International Marketing.
15. Explain the product life cycle of International marketing.
16. Explain the types of foreign Intermediaries.
17. Write a brief note on the importance of promotion mix in International marketing.

PART - C

ANSWER ANY **TWO** QUESTIONS:

(2 x 20 = 40)

18. Explain the important steps in developing an effective International Marketing communication.
19. Explain the various factors influencing pricing in International Marketing.
20. Explain the various reasons of International Marketing.
21. Explain the various factors affecting channel decision in International Marketing.

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