



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.B.A. DEGREE EXAMINATION – BUSINESS ADMINISTRATION

FIFTH SEMESTER – NOVEMBER 2016

BU 5405 - INTERNATIONAL MARKETING

Date: 11-11-2016
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

PART - A

Answer All the questions

10 X 2 = 20 Marks

1. Give the meaning of International marketing.
2. What risks are entailed by globalization?
3. What is franchising?.
4. What is joint venture?
5. What is an expected product?
6. What is product adaptation?
7. Mention the ways of exporting a product in International marketing.
8. Define pricing.
9. What is dumping in International marketing?
10. Write a short note on foreign agents.

PART – B

Answer any FOUR questions

4 X 10 = 40 Marks

11. Briefly explain the hurdles faced by firms in International marketing .
12. Illustrate the product life cycle for an International product.
13. Briefly explain the various participants in International marketing.
14. Illustrate the market entry strategies of firms in International marketing .
15. Explain the product life cycle of International marketing.
16. Discuss the importance of brand building in Foreign Markets. Give suitable examples.
17. Write a brief note on the importance of promotion mix in International marketing .

PART - C

Answer any TWO questions

2 X 20 = 40 Marks

18. Discuss the various types of International marketing environment that firms have to face in their operations.
19. Explain the factors influencing pricing in International Marketing.
20. Explain the various reasons of International Marketing .
21. Explain the factors affecting channel decision in International Marketing.
