

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Com. DEGREE EXAMINATION – COMMERCE

FOURTH SEMESTER – APRIL 2010

CO 4802 - INTERNATIONAL MARKETING

Date & Time: 15/04/2010 / 9:00 - 12:00 Dept. No.

Max. : 100 Marks

PART A

Answer all the questions:

(10x2=20)

1. What are joint ventures?
2. List any four advantages of branding a product in international marketing.
3. What is export pricing?
4. Identify 2 risks in international trade.
5. How are products adapted for an international market?
6. What is multinational marketing?
7. Explain culturegram.
8. Mention the essential functions of the WTO.
9. Identify 2 features of a low income country.
10. Identify any 3 characteristics of a service.

PART B

Answer any 5 of the following:

(5x8=40)

11. Explain the modes of entering into a foreign market.
12. Discuss the various stages in international marketing.
13. What are the determinants of foreign market selection?
14. Explain the life cycle of a product for an international market.
15. What are the steps followed in identifying a market?
16. Explain the advantages and disadvantages of joint ventures as a method of entering international markets.
17. How do you appraise the potential export market for Indian spices in the European market.
18. Are income and standard of living the same thing?

PART C

Answer any two of the following:

(2x20=40)

19. How does economical, technological, political and social factors affect international marketing?
20. Explain the factors influencing the choice of channel of distribution in international marketing.
21. Explain the opportunities and threats for a business organisation which enters in to international marketing.
