



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Com. DEGREE EXAMINATION – COMMERCE

FOURTH SEMESTER – APRIL 2015

CO 4807 - INTERNATIONAL MARKETING

Date : 15/04/2015
Time : 09:00-12:00

Dept. No.

Max. : 100 Marks

SECTION- A

Answer ALL the Questions in this section:

(10 x 2 = 20 Marks)

Explain each of the following terms / concepts in about 50 words:

1. Global Localisation.
2. Grey Marketing.
3. North American Free Trade Agreement.
4. Balance of Payments.
5. Undifferentiated Target Marketing.
6. Behavioural Segmentation.
7. Global Brand.
8. Hyper Competition.
9. Culture.
10. Advertising.

SECTION- B

Answer any FOUR Questions in this section:

(4 x 10 = 40 Marks)

11. Explain the various types of pricing strategies and objectives available to global marketers.
12. Describe the meaning of four product categories in the local-to-global continuum.
13. Explain the meaning of four degrees of economic cooperation and integration.
14. Explain the determinants of National Advantage.
15. Distinguish between High context culture and Low context culture.
16. Discuss the four dimensions based on which the cultures of different nations can be compared according to Hofstede.
17. Explain the six step presentation plan used in personal selling.

SECTION- C

Answer any TWO Questions in this section:

(2 x 20 = 40 Marks)

18. List out and explain the driving and restraining forces that affect global integration and global marketing.
19. Explain the different strategies marketers follow in each stage, a Product passes through in its Life Cycle.
20. List and explain the environmental influences on global pricing decisions.
21. Enumerate and explain the different entry strategies that are made available for a marketer, planning to enter into Global market.
