



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Com. DEGREE EXAMINATION – COMMERCE

SIXTH SEMESTER – APRIL 2016

CO 6601 – INTERNATIONAL MARKETING

Date: 18-04-2016

Dept. No.

Max. : 100 Marks

Time: 09:00-12:00

PART – A

Answer ALL questions:

(10 x 2 = 20 marks)

1. What is meant by franchising?
2. Write the meaning of Turn-key projects.
3. What do you mean by an Exchange rate?
4. Do privatization and globalization mean the same?
5. What is meant by standardization in international marketing?
6. What is meant by protectionism?
7. What do you understand by level playing field? What is its significance?
8. What is meant by exchange risk?
9. Does culture play a role in International Marketing? How?
10. List out any four advantages of branding a product in International Marketing.

PART – B

Answer any **FIVE** questions:

(5 x 8 = 40 marks)

11. What are the different types of Tariff and non-tariff barriers in International Marketing?
12. Describe the difficulties in Export Pricing in the context of International Marketing?
13. Would you recommend joint ventures as an effective way of managing International Marketing?
14. What are the merits and demerits of spot and forward contracts in international dealings?
15. Distinguish between High Context and Low context culture.
16. Explain the concept of International product life policy as applicable to the Indian products.
17. Enumerate and discuss the incentives rendered by the Government of India towards export promotion.
18. Enumerate the logistical difficulties an Indian exporter encounters these days.

PART – C

Answer any **TWO** questions:

(2 x 20 = 40 marks)

19. Discuss the various factors to be considered while selecting an appropriate channel of distribution in International Marketing.
20. Explain the parameters one should consider for entering and remaining in the foreign market.
21. Discuss the driving and restraining forces that affect the global integration of a firm.

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