



**LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034**

**M.Com.DEGREE EXAMINATION – COMMERCE**

**FOURTH SEMESTER – APRIL 2018**

**16PCO4MC01- INTERNATIONAL MARKETING**

Date: 18-04-2018  
Time: 01:00-04:00

Dept. No.

Max. : 100 Marks

**SECTION – A**

**Answer ALL the questions**

**(10 x 2 = 20 Marks)**

**Explain the following terms / concepts.**

1. Global Company
2. Dumping
3. Keiretsu
4. Market-Based Transfer pricing
5. Skimming Pricing
6. Global Brands
7. High-Touch Positioning
8. Global Targeting
9. Channel of distribution
10. Sales Promotion

**SECTION – B**

**Answer any FOUR questions**

**(4 x 10 = 40 Marks)**

11. Elucidate the basic principles of global marketing.
12. Identify and explain the three global pricing policy alternatives available for worldwide pricing.
13. Describe the Hamel and Prahalad's framework for competitive advantage.
14. Discuss the global issues associated with physical distribution and transportation logistics
15. Explain the various objectives and constraints of marketing channels.
16. What is GSPs? Explain the six basic factors that constitute the success of GSPs.
17. Explain the various product design considerations in crafting internationally successful products/services.

**SECTION – C**

**Answer any TWO questions.**

**(2 x 20 = 40 Marks)**

18. Discuss the various market expansion strategies and alternative strategies developed and succeeded by global marketers.
19. Analyze the Michael E. Porter's forces influencing competition in an industry.
20. Define 'Market Segmentation'. Explain the major bases of global market segmentation.
21. Describe the various global pricing objectives and strategies available to global marketers.

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