



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

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

FOURTHSEMESTER – APRIL 2018

**CO 4807- INTERNATIONAL MARKETING**

Date: 27-04-2018  
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

**SECTION – A**

**Answer ALL the questions**

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

**Explain the following terms / concepts.**

1. International Marketing
2. Product
3. Export organization
4. Competitive advantages
5. Global Strategic Partnership
6. Target marketing
7. Local Brand
8. Advertising
9. Channel of Distribution
10. Market Penetration Pricing

**SECTION – B**

**Answer any FOUR questions**

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

11. Explain the principles of marketing
12. Describe the EPRG Management Orientations with examples.
13. Explain the major functions of channel members.
14. Discuss the various global market entry strategies.
15. Analyze the different methods of market segmentation.
16. Enumerate the advantages of global advertising.
17. Explain the export related problems faced by the marketers in international marketing.

**SECTION – C**

**Answer any TWO questions**

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

18. Identify and explain the various marketing environmental factors that influence the global marketers.
19. Discuss the factors that restrain international business to invest in foreign countries.
20. Describe the various types of pricing techniques adopted in global marketing.
21. Elucidate the global promotional strategies with examples

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