

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



B.Com.DEGREE EXAMINATION –COMMERCE

SIXTH SEMESTER – APRIL 2018

CO 6601– INTERNATIONAL MARKETING

Date: 19-04-2018
Time: 01:00-04:00

Dept. No.

Max. : 100 Marks

PART A

ANSWER ALL THE QUESTIONS: (10X2=20)

1. Explain the term 'Franchising'.
2. What is licensing?
3. What are quotas?
4. What is reverse dumping?
5. What is transfer pricing?
6. What do you understand by turnkey contracts?
7. What are international products?
8. Explain FOB.
9. What is barter?
10. What is international marketing?

PART B

ANSWER ANY FOUR QUESTIONS: (4X10=40)

11. Explain the various stages involved in international product life cycle.
12. What are the arguments in favour of product adoption? Explain
13. Differentiate clearly between FOB and CIF.
14. State the various non-tariff barriers.
15. Explain the benefits of international marketing.
16. What are the different forms of counter trade? Explain
17. Elucidate the factors that influence pricing strategy for exportable products in a firm

PART C

ANSWER ANY TWO QUESTIONS: (2X20=40)

18. Explain the objectives and importance of pricing.
19. "Market selection is a strategic decision about the segments of foreign market that is should enter" – Elucidate.
20. What are the different strategic alternatives for entering a foreign market available to an international marketer? Explain
21. Discuss the important components of international business environment.
