



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Com. DEGREE EXAMINATION – COMMERCE

FOURTH SEMESTER – NOVEMBER 2016

CO 4807 - INTERNATIONAL MARKETING

Date: 12-11-2016
Time: 01:00-04:00

Dept. No.

Max. : 100 Marks

SECTION – A

Answer ALL the questions

(10 x 2= 20 Marks)

Explain each of the following terms / concepts:

1. Multinational corporation
2. Co-branding
3. Piggyback Marketing
4. WTO
5. Strategic Alliance
6. Hypermarket
7. Psychological pricing
8. Variety-based positioning
9. Retailing
10. Penetration pricing

SECTION – B

Answer any FOUR questions

(4 x 10= 40 Marks)

11. Identify and explain the driving forces that affect global integration and global marketing
12. Discuss various barriers to international marketing of services
13. Describe various methods of pricing the product in international marketing..
14. Distinguish between direct exporting and indirect exporting
15. Comment on long term strategies which help brands to last long.
16. What are the important characteristics that influence the global retailers?
17. Explain product standardization and adaptation in context of international marketing.

SECTION – C

Answer any TWO questions

(2 x 20= 40 Marks)

18. Explain EPRG orientation to international marketing
19. Discuss the various entry strategies that are available for a company that is desirous to enter into global markets.
20. Describe the different phases of international product life cycle.
21. What is international sales promotion ? Describe various sales promotion tools available to international marketers
