



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Com. DEGREE EXAMINATION – COMMERCE

SIXTH SEMESTER – NOVEMBER 2016

CO 6601 – INTERNATIONAL MARKETING

Date: 14-11-2016

Dept. No.

Max. : 100 Marks

Time: 09:00-12:00

PART- A

Answer ALL Questions:

(10 X 2 = 20)

1. Define International Marketing.
2. Define Globalization.
3. Define FDI.
4. What is a Joint Venture?
5. What is Venture Capital Financing?
6. Define International Product Life Policy.
7. What is the impact of fall in Foreign Exchange Rate?
8. Define 'Purchasing Power Parity' in International Marketing.
9. State any two factors affecting channel decision in International Marketing.
10. Define 'Export Pricing'.

PART- B

Answer any FOUR Questions:

(4 X 10= 40)

11. Discuss the elements of Globalization.
12. Distinguish between International and Multi International Marketing.
13. Discuss the mode of entry and operating strategies into International Marketing.
14. State the merits and demerits of Joint Venture in International Marketing.
15. Discuss the Principle of International Product Life Cycle Theory.
16. State the merits and demerits of International Marketing.
17. Discuss the functions of Foreign Exchange Market in International Marketing.

PART- C

Answer any TWO Questions:

(2X 20= 40)

18. Discuss the different stages of Globalization.
19. Describe the salient features of International Marketing.
20. Discuss the factors influencing the growth of International Marketing in the current scenario.
21. Explain the determination of foreign exchange rate through variation in demand and supply of foreign money in International Marketing.
