

(FOR THE CANDIDATES ADMITTED

23UIB102

DURING THE ACADEMIC YEAR 2023 ONLY)

REG.NO.

N.G.M.COLLEGE (AUTONOMOUS) : POLLACHI
END-OF-SEMESTER EXAMINATIONS : NOVEMBER-2023

B.Com IB (SF)

MAXIMUM MARKS: 75

SEMESTER- VI

TIME : 3 HOURS

PART - III

23UIB102-INTERNATIONAL MARKETING

SECTION – A

(10 X 1 = 10 MARKS)

ANSWER THE FOLLOWING QUESTIONS.

(Objective Questions with four Multiple Choices)

(K1)

1. A place for buying and selling activities is called _____.
a) Market b) Marketing c) Market research d) Market information
2. Selling the same product at different prices is known as _____.
a) Price lining b) Dual pricing c) Geographical pricing d) Monopoly pricing
3. The word used to convey the advertisement idea is _____.
a) Advertisement b) Advertisement Research c) Advertisement copy d) Advertisement budget
4. The first phase of globalization started around 1870 and ended with _____.
a) World War I b) World War II c) The Establishment of GATT d) In 1913 when GDP was hi
5. IBRD also known as _____.
a) Exim Bank b) World Bank c) International Monetary fund d) International bank

ANSWER THE FOLLOWING IN ONE (OR) TWO SENTENCES

(K2)

6. Define Product.
7. Analyze the concept of transfer pricing in Marketing.
8. Summarize the process of distribution.
9. Discuss the benefits of international marketing.
10. Explain the objectives of the World Trade Organization.

SECTION – B**(5 X 5 = 25 MARKS)****ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS.
(K3)**

11. a) Explain the four elements of marketing mix.
(OR)
b) Analyze the importance of branding packaging and labeling.
12. a) Describe the objective of pricing.
(OR)
b) Explain the various methods of pricing a new product.
13. a) Discuss the functions of distribution channel levels.
(OR)
b) Explain the types of channels of distribution in international marketing.
14. a) Outline the essential aspects of export marketing.
(OR)
b) Narrate the importance of international trade in economic development.
15. a) Describe the characteristics of international business.
(OR)
b) Analyse the significant aspects of the World Trade Organization.

SECTION – C**(5 X 8 = 40 MARKS)****ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS.
(K4 (Or) K5)**

16. a) Explain the features of product life cycle in marketing.
(OR)
b) Difference between product planning and new product development.
17. a) Enumerate the factors that influence the price of a product in the market.
(OR)
b) Explain the importance of pricing strategy in marketing management.
18. a) Show the eight factors of distribution channels.
(OR)
b) Analyze the types of middlemen in the distribution channel
19. a) Differences between Domestic Marketing and Export Marketing.
(OR)
b) Explain the benefits of motivations for export in international marketing.
20. a) Describe the main aspects of the WTO agreement on agriculture
(OR)
b) Explain the importance of trade barriers in international business.