

(FOR THE CANDIDATES ADMITTED

23PIB101

DURING THE ACADEMIC YEAR 2022 ONLY)

REG.NO. :

N.G.M.COLLEGE (AUTONOMOUS) : POLLACHI

END-OF-SEMESTER EXAMINATIONS : NOVEMBER-2023

M.COM -IB

MAXIMUM MARKS: 75

SEMESTER: I

TIME : 3 HOURS

23PIB101- INTERNATIONAL MARKETING MANAGEMENT

SECTION – A

(10 X 1 = 10 MARKS)

ANSWER THE FOLLOWING QUESTIONS.

(Objective Questions with four Multiple Choices)

(K1)

1. When a firm uses the same marketing strategies abroad as that used at home, it probably is _____
a) Ethnocentric b) Polycentric c) Geocentric d) Regiocentric
2. International product life cycle has important implications for a company's _____
a) Goodwill b) Brand image c) Strategy d) Product planning
3. Which of the following is not a form of counter-trade?
a) Barter b) Counter purchase c) Consignment d) Switch trading
4. The channel decision is related to the no. of middlemen at a particular point in the distribution is _____
a) Channel length b) Channel width c) Number of channels d) Distribution channel
5. Typically, profits are highest in which stage of the industry life-cycle?
a) Introduction b) Growth c) Maturity d) Decline

ANSWER THE FOLLOWING IN ONE (OR) TWO SENTENCES

(K2)

6. What is an example of an international barrier?
7. Why is packaging important in international trade?
8. Recite an example of international transfer pricing.
9. Define online marketing.
10. What is meant by product life cycle?

SECTION – B

(5 X 4 = 20MARKS)

ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS.

(K3)

11. a) Describe the importance of international marketing.
(OR)
b) Examine the characteristics of regiocentric approach.
12. a) Construct the features of product mix.
(OR)
b) List the benefits of branding decisions.

(CONTD ... 2)

13. a) Explain the objectives of anti-dumping measures.
(OR)
b) Describe the advantages of counter trade.
14. a) Examine the marketing channel adaptation.
(OR)
b) List the uses of online marketing.
15. a) Explain the concepts of global marketing.
(OR)
b) Discover the function of international advertising.

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

16. a) Outline the barriers in international marketing.
(OR)
b) Summarize the approaches of international marketing.
17. a) Discuss the overview of the new product planning process.
(OR)
b) Classify the market segmentation and its types.
18. a) Evaluate the pricing strategies for different products.
(OR)
b) Discuss the international transfer pricing.
19. a) Analyze the impact of webcast.
(OR)
b) Outline the components of an International Marketing Information System.
20. a) Justify the future of global marketing.
(OR)
b) Investigate the impact of net based advertisement.
