

(FOR THE CANDIDATES ADMITTED

24PIB101

DURING THE ACADEMIC YEAR 2023-24 ONLY)

REG.NO. :

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

END-OF-SEMESTER EXAMINATIONS : NOVEMBER 2024

M.Com IB

MAXIMUM MARKS: 75

SEMESTER:I

TIME : 3 HOURS

24PIB101 – INTERNATIONAL MARKETING MANAGEMENT

SECTION – A

(10 X 1 = 10 MARKS)

ANSWER THE FOLLOWING QUESTIONS.(K1)

1. Identify the key feature of international marketing_____
 - a) Focus on domestic markets
 - b) Cross-border trade of goods and services
 - c) Only involves online trade
 - d) Limited to small businesses
2. Classify the following as an example of a geocentric approach in international marketing_____
 - a) Treating each market as completely unique
 - b) Using a single standardized marketing strategy worldwide
 - c) Focusing only on the company's home market
 - d) Developing regional strategies to cater to specific areas
3. Determine the first stage in the New Product Planning Process_____
 - a) Product positioning
 - b) Concept development
 - c) Market segmentation
 - d) Commercialization
4. Analyze which of the following is an anti-dumping measure_____
 - a) Promoting local products internationally
 - b) Imposing tariffs on products priced below market value
 - c) Reducing taxes on imports
 - d) Encouraging free trade agreements
5. Recognize the method of promotion that involves face-to-face interaction with customers_____
 - a) Web-based advertising
 - b) Personal selling
 - c) Publicity
 - d) Trade fair

ANSWER THE FOLLOWING IN ONE (OR) TWO SENTENCES

6. What is branding ?
- 7.Explain Anti- dumping .
- 8.Define countertrade.
- 9.What do you mean by market segmentation.
- 10.Define online marketing.

(CONT...2)

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

11. a) Define the concept of international marketing and its special features.(**OR**)
 (b) Explain the barriers to international marketing.
12. a) Describe the concept of the product life cycle in international marketing.(**OR**)
 (b) Discuss the significance of market segmentation in the product mix
13. a) Explain the different types of pricing strategies used in international marketing.(**OR**)
 (b) Discuss the concept of international transfer pricing.
14. a) Describe the role of personal selling in international marketing.(**OR**)
 (b) Explain the different types of channels of distribution used in global markets.
- 15.a)Analyze the role of International marketing Information system.(**OR**)
 (b) Evaluate the strategies employed in a successful international marketing campaign.

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

16. (a) Analyze the various barriers faced in international marketing and suggest ways to overcome them.
 (**OR**)
 (b) Evaluate the different approaches to international marketing (Ethnocentric, Polycentric, Regiocentric, Geocentric) and discuss their relevance in today's globalized world.
- 17 (a) Examine the steps involved in the new product planning process and its importance in international marketing.
 (**OR**)
 (b) Critically assess the role of branding and packaging in enhancing a product's appeal in the international market.
18. (a) Discuss the types of pricing strategies used in international marketing and their implications on global trade.
 (**OR**)
 (b) Evaluate the impact of anti-dumping measures on international pricing strategies, providing real-world examples.
19. (a) Analyze the significance of personal selling in international marketing and its effectiveness in building customer relationships.
 (**OR**)
 (b) Examine the role of intermediaries in international distribution channels and discuss how they influence
- 20.(a) Apply the principles of international marketing to a case study of your choice and propose strategies to address the challenges faced by the company.
 (**OR**)
 (b) Interpret the success factors of a global marketing campaign through a case study analysis and assess its long-term impact on market penetration