

SECOND SEMESTER UG DEGREE EXAMINATION, APRIL 2023**(Regular/Improvement/Supplementary)****BBA HONOURS****GBAH2B07T: INTERNATIONAL MARKETING****Time: 3 Hours****Maximum Marks: 80****PART A: Answer all the questions. Each carries 1 mark.****Choose the correct answer.**

1. Which among the following becomes a part of cultural analysis in Marketing?
a) Trade Cycle b) Festival Seasons c) Government Policies d) Sanctions
2. Which among the following is not a character of an Emerging Economy?
a) Positive demographic dividend b) Increasing levels of employment
c) Highest Standard of living d) Increasing levels of Production
3. Which is the foreign market entry option with the least risk?
a) Exporting b) Licensing c) Joint Venture d) Franchising
4. Changing the brand preference at the last moment of purchase decision is called.....
a) Brand Loyalty b) Brand Switching c) Flash Sale d) Switch Sale
5. A retail store with dedicated sections for different category of goods is called
a) Department Store b) Supermarket c) Discount Store d) Convenience Store

Fill in the Blanks.

6. Product, Price, Place and Promotion are together called as
7. The includes the laws passed by the government as well as the decisions rendered by the various commissions.
8. Starbucks India is an example of
9. revolve around decisions regarding the physical product.
10. occurs when a business sells a product or service to an individual consumer for his or her own use.

(10 × 1 = 10 Marks)**PART B: Answer any eight questions. Each carries 2 marks.**

11. What is Culture?
12. Define Demand.
13. What do you mean by Trade Marks?
14. Write an account on Strategic Planning.
15. What is a straight extension?
16. Mention any two importance of Packaging.
17. What is Product Placement?
18. What is embedded marketing?
19. Comment on 'Channel' in distribution.
20. What is Market Penetration?

(8 × 2 = 16 Marks)**(PTO)**

PART C: Answer any *six* questions. Each carries 4 marks.

21. What is Marketing Management? Explain its importance.
22. What do you mean by Global Integration? Explain any four factors affecting Global Integration.
23. Do you think traditions influence the marketing policy? Comment your views.
24. Differentiate between Developed and Emerging Markets.
25. What is IPR? Explain its components.
26. Elaborate the factors affecting international marketing strategy.
27. What do you mean by Market research? How will it help a company to improve their sales?
28. Differentiate between a retailer and a wholesaler.

(6 × 4 = 24 Marks)

PART D: Answer any *two* questions. Each carries 15 marks.

29. What is Market Segmentation? Explain the different bases in which markets can be segmented.
30. Explain the three policy alternatives available in Global Pricing.
31. What do you mean by marketing communication? Explain the different means through which a business communicates with the customers.

(2 × 15 = 30 Marks)