

SECOND SEMESTER UG DEGREE EXAMINATION, APRIL 2024

(Regular/Improvement/Supplementary)

BBA HONOURS

GBAH2B07T: INTERNATIONAL MARKETING

Time: 3 Hours

Maximum Marks: 80

PART A: Answer all the questions. Each carries one mark.

Choose the correct answer.

1. Which is not one of the 5 C's in Global Marketing?
 A) Customers. B) Competitors. C) Companies. D) Creativity.
2. While fixing the cost of a product and services the following point should be considered:
 A) The identity of the goods and services.
 B) The cost of similar goods and services in the market.
 C) The total cost of production (raw material, labour cost, machinery cost, transit, inventory cost etc.)
 D) All of these.
3. Which of the following is not an example of Direct Marketing?
 A) Social Media Marketing. B) Telemarketing. C) SMS Marketing. D) Email Marketing.
4. The primary focus of strategic management is _____
 A) Strategy implementation. B) The total organisation
 C) Strategic analysis. D) Strategy formulation.
5. Identify the economic factors that affect the Global Marketing.
 A) Inflation. B) GDP of a country. C) Exchange rate. D) All of these.

Fill in the Blanks.

6. _____ refers to the selling of the products below the cost of production or at below the ongoing price in the market.
7. _____ is a process in which two or more countries agree to eliminate economic barriers, with the end goal of enhancing productivity and achieving greater economic interdependence.
8. Price Fixing means _____.
9. _____ refers to the prices of goods and services that are exchanged between companies under common control.
10. _____ is a partnership where a company or organization provides financial or in-kind support to an event in exchange for promotional opportunities and brand exposure.

(10 x 1 = 10 Marks)

(PTO)

PART B: Answer any *eight* questions. Each carries *two* marks.

11. Define 'Market Segmentation'.
12. What is an 'Embargo'?
13. What is meant by 'Cultural Analysis'?
14. Distinguish between Segmentation and Positioning.
15. Define 'Intellectual Property'.
16. What is 'International Branding'?
17. What does 'Product Planning' mean?
18. What is a 'Strategic Alliance'?
19. Distinguish between Franchising and Licensing.
20. What is 'Global Retailing'?

(8 x 2 = 16 Marks)

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

21. What is 'Global Pricing'? State its objectives.
22. Summarise the different types of Retail Operations internationally.
23. Distinguish between Advertising and Salesmanship.
24. What are the strategic alternatives in Global New products in global marketing?
25. Define 'Global Marketing'. Discuss its importance.
26. Trace the socio-cultural factors influencing global marketing.
27. Explain the different dynamics of the International Market.
28. What are the challenges faced by marketers internationally?

(6 x 4 = 24 Marks)

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

29. Elaborate on the merits and demerits of Globalisation in detail.
30. Detail the different forms of Pricing Strategies adopted globally.
31. Analyse the various types of Global Marketing Communication channels.

(2 x 15 = 30 Marks)