

QP CODE: D2BIB2403		(Pages: 2)		Reg. No :	
				Name :	
SECOND SEMESTER FYUGP EXAMINATION, APRIL 2025					
MAJOR COURSE					
BIB2CJ103 : International Marketing					
(Credits: 4)					
Time: 2 Hours			Maximum Marks: 70		
Section A					
Answer the following questions. Each carries 3 marks (Ceiling: 24 marks)					
1.	What are the major components of the global marketing environment?	BL2	CO2		
2.	What is targeting?	BL2	CO1, CO2, CO3, CO4, CO5		
3.	What is skimming in pricing?	BL2	CO1, CO2, CO3, CO4, CO5		
4.	Comment on social media marketing.	BL2	CO1, CO2, CO3, CO4, CO5		
5.	What is meant by global advertising?	BL2	CO1, CO2, CO3, CO4, CO5		
6.	Highlight the relevance of International Marketing.	BL2	CO1, CO2		
7.	Define heterogeneity in services.	BL2	CO1, CO2, CO3, CO4, CO5		
8.	What is retail expansion?	BL2	CO1, CO2, CO3, CO4, CO5		
9.	Define brand positioning.	BL2	CO1, CO2, CO3, CO4, CO5		
10.	Define exchange rate.	BL2	CO1, CO2, CO3, CO4, CO5		
Section B					
Answer the following questions. Each carries 6 marks (Ceiling: 36 Marks)					
11.	Give an example of how comparative advantage can benefit two trading nations.	BL3	CO1, CO2, CO3, CO5		
12.	How does a company choose the most appropriate target market strategy?	BL4	CO1, CO2, CO3, CO4, CO5		
13.	Suggest few methods of sales promotion.	BL3	CO1, CO2, CO3, CO4, CO5		
14.	Briefly explain about special forms of Marketing Communications.	BL2	CO1, CO5		
15.	What is the importance of brand consistency in international branding?	BL2	CO1, CO2, CO3, CO4, CO5		
16.	What are the key differences between licensing and franchising?	BL2	CO1, CO2, CO3, CO5		
(PTO)					

17.	What factors influence the decision to standardize or adapt a product?	BL2	CO1, CO2, CO3, CO4, CO5
18.	What are the key challenges in managing international distribution?	BL3	CO1, CO2, CO3, CO4, CO5
Section C			
Answer any one question. Each carries 10 marks (1 x 10 = 10 Marks)			
19.	Compare and contrast the five popular modes of international cargo movements.	BL4	CO1, CO2, CO3, CO4, CO5
20.	<p>Case Study: Rural Market Entry in India.</p> <p><i>Scenario:</i> A multinational company specializing in low-cost solar-powered lighting solutions wants to expand its market reach into rural India, where access to electricity is limited and purchasing power is low.</p> <p><i>Question:</i> Considering the unique challenges of the Indian rural market (e.g., infrastructural limitations, diverse languages, low disposable income), which market entry strategy and distribution channel would be most effective for this company? Justify your choices.</p>	BL6	CO1, CO5
CO : Course Outcome			
BL : Bloom's Taxonomy Levels (1 – Remember, 2 – Understand, 3 – Apply, 4 – Analyse, 5 – Evaluate, 6 – Create)			