QP CODE: D2BIB2503	**(Pages: 2)**	**Reg. No**	**:**	**...............................**
		Name	**:**	**...............................**

SECOND SEMESTER FYUGP EXAMINATION, APRIL 2026

(Regular/Improvement/Supplementary)

Discipline Specific Core (DSC) Courses - Major

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.	Define international marketing.	BL2	CO1, CO2, CO3, CO4, CO5
2.	Define brand equity.	BL2	CO1, CO2, CO3, CO4, CO5
3.	What is a "bill of lading"?	BL2	CO1, CO2, CO3, CO4, CO5
4.	What is "cross-cultural communication"?	BL2	CO1, CO2, CO3, CO4, CO5
5.	What is sales promotion?	BL2	CO1, CO2, CO3, CO4, CO5
6.	What is licensing?	BL2	CO1, CO2, CO3, CO4, CO5
7.	Define IPLC.	BL2	CO1, CO2, CO3, CO4, CO5
8.	What is "cost-plus pricing"?	BL2	CO1, CO2, CO3, CO4, CO5
9.	What is "relationship marketing"?	BL2	CO1, CO2, CO3, CO4, CO5
10.	What is price escalation?	BL2	CO1, CO2, CO3, CO4, CO5

Section B

Answer the following questions. Each carries 6 marks (Ceiling: 36 Marks)

11.	How do Demographic factors impact international marketing decisions?	BL3	CO1, CO2, CO3, CO5
12.	What is product standardization in international marketing?	BL2	CO1, CO2, CO3, CO4, CO5
13.	State the benefits of using local agencies in international advertising.	BL4	CO1, CO2, CO3, CO4, CO5
14.	What are the challenges in building a global brand?	BL2	CO1, CO2, CO3, CO4, CO5
15.	Discuss the importance of understanding consumer behavior in marketing.	BL2	CO1, CO2, CO3, CO4, CO5
16.	What are the advantages and disadvantages of a joint venture entry strategy?	BL2	CO1, CO2, CO3, CO5
17.	How do cultural differences impact international market segmentation?	BL3	CO1, CO2, CO3, CO4, CO5
18.	How does technology impact international distribution channel management?	BL3	CO1, CO2, CO3, CO4, CO5

(PTO)

Section C			
Answer any one question. Each carries 10 marks (1 x 10 = 10 Marks)			
19.	Evaluate the impact of gray marketing on brand reputation and international distribution strategies. Discuss the strategies that companies can use to mitigate the risks associated with gray marketing.	BL5	CO1, CO2, CO3, CO4, CO5
20.	What is theory of comparative advantage? Analyze how a nation can benefit from its comparative advantage to enhance its global competitiveness. Provide real-world examples to support your arguments.	BL5	CO1, CO2, CO3, CO4, CO5
	CO : Course Outcome		
	BL : Bloom’s Taxonomy Levels (1 – Remember, 2 – Understand, 3 – Apply, 4 – Analyse, 5 – Evaluate, 6 – Create)		