

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086.
(For candidates admitted during the academic year 2008-2009)

SUBJECT CODE : CM/PS/IM46

M.Com. DEGREE EXAMINATION APRIL 2010

COMMERCE

FOURTH SEMESTER

COURSE : SPECIALISATION

PAPER : INTERNATIONAL MARKETING

TIME : 3 HOURS

MAX. MARKS : 100

SECTION – A

ANSWER ANY FIVE QUESTIONS:

(5 x 8 = 40)

1. What is the growing influence of ASEAN as a Trading Bloc? Explain the challenges encountered by the South East Asian Nations.
2. What are the approaches to price an international product?
3. What is the use of advertising in International promotion? Explain the challenges and creative role of an international Ad. Campaign of a product/ Brand of your choice.
4. What is the strategy that you would adopt for a global product? Explain the policy of product adaptation and standardization with an illustration.
5. Bring out the growing significance of the emerging markets of China or Korea in International trade.
6. Elaborate on import restrictions imposed by the government of India.
7. Outline the role of an international marketer. Explain the tasks performed.
8. Explain the various factors that enable a domestic marketer to go global.

SECTION – B

ANSWER ANY THREE QUESTIONS:

(3 x 20 = 60)

9. Identify the documents and procedures for processing of an export order.
10. Why is the selection of a suitable market entry strategy important in International marketing? Discuss the various forms and methods of entry available to an International marketer.
11. Explain the various forces to be considered in the internal and external environment affecting international trade.
12. What are the product development and branding strategies used in international marketing? Explain with illustrations.
13. Outline the major distribution patterns and structures that govern foreign trade adopted by India.

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