

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086.

(For candidates admitted during the academic year 2004-2005 & thereafter)

SUBJECT CODE : **CM/PS/IM45**

**M.Com. DEGREE EXAMINATION APRIL 2009**

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 International Marketing? How does it differ from Domestic Marketing?
2. In international Marketing, explain any six of the Direct Entry methods.
3. Describe the objectives, functioning and lending programs of EXIM Bank.
4. “If the product sells in New Delhi, it will also sell in Tokyo and London”.  
Comment.
5. Describe the steps involved in the New Product Development process.
6. Has SAARC been able to achieve its objectives? Give your comments, discussing the role of SAARC.
7. “In many world markets, a wide variety of media must be used to reach the majority who constitute the market”. Explain.
8. Discuss the four phases of International Marketing involvement.

**SECTION – B**

ANSWER ANY THREE QUESTIONS:

( 3 x 20 = 60 )

9. Discuss the role of External Environment on International Marketing.
10. Describe the role of ECGC in providing support and assistance to exporters.
11. Discuss in detail, the various stages in the processing of an export order.
12. Explain how the various tariff and non-tariff protectionist measures are adopted by different countries to prevent free trade of goods and services.
13. Explain the objectives and organization of European Union, and its role in promoting regional cooperation.

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