

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 2008
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. Discuss the role of SAARC in promoting regional integration and peace.
2. Explain the various stages in International Marketing.
3. “The marketer’s task is essentially the same whether operating from Mumbai, Bangkok, Chicago or Buenos Aires”. Critically evaluate the above statement.
4. Should a firm have one brand worldwide? Would you answer differently for products such as perfumes, credit cards and computers?
5. Explain the financial guarantee offers by ECGC.
6. Describe the role of Export Promotion Councils in promoting trade.
7. Discuss the origin, objectives and structure of the European Union.
8. Examine the concept of TOWS approach in International Marketing.

SECTION – B

ANSWER ANY THREE QUESTIONS: (3 x 20 = 60)

9. Discuss the various tariff and non-tariff barriers in International Marketing.
10. Why is the selection of suitable market entry strategy important in International Marketing? Discuss the direct market entry method.
11. Describe the various stages in the processing of an export order.
12. Discuss the various components of International Marketing environment with examples.
13. While offering a product in the International Market, should a firm go in for global standardization or market-segment specific adaptation? Elaborate your reasoning.

