STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086.
(For candidates admitted during the academic year 2004-2005 & thereafter)

SUBJECT CODE : **CM/MO/IM44**

B.Com. DEGREE EXAMINATION APRIL 2009
COMMERCE
FOURTH SEMESTER

COURSE   :   **MAJOR – OPTIONAL**
PAPER   :   **INTERNATIONAL MARKETING**
TIME   :   **3 HOURS**   **MAX. MARKS : 100**

SECTION – A

ANSWER ALL QUESTIONS: (10 x 3 = 30)

1. What is meant by "Global Localisation"?

2. What is "Gray Marketing"?

3. Write the meaning of "Balance of Payments".

4. State the meaning of "Culture".

5. What is "Expropriation" in relation to the legal and political environment of International Marketing?

6. State the meaning of "Free Trade Area". Give an example.

7. What is ECGC? Write down its primary role.

8. What is "Ad Valorem Duty"?

9. What is meant by 'Global Brand"? Give any two suitable examples for the same.

10. State the meaning of "Free Trade Zone".

SECTION – B

ANSWER ANY FIVE QUESTIONS: (5 x 6 = 30)

11. Describe the meaning of ethnocentric, polycentric, regiocentric and geocentric management orientations in relation to International Marketing.

12. Explain how the economic systems are classified based on resource allocation and resource ownership.

13. Distinguish between High context culture and Low context culture.

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14. Discuss how the anthropologist *Geert Hofstede* has compared different cultures in terms of five dimensions.

15. List out and explain the five strategic alternatives that are kept open to companies pursuing geographic expansion.

16. Explain the basic economic reasons which might influence a company's decision regarding export business.

17. What is WTO? How is "WTO" different from "GATT"?

SECTION – C

ANSWER ANY FIVE QUESTIONS: (2 x 20 = 40)

18. Discuss in detail about the forces affecting Global Integration and Global Marketing.

19. Enumerate and explain the different entry strategies that are made available for a marketer, planning to enter into Global market.

20. Explain the various steps to be taken by an organisation before an export transaction begins.

21. What is "EXIM BANK"? Describe its functions also.

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