



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.COM. DEGREE EXAMINATION COMMERCE

FOURTH SEMESTER – APRIL 2013

CO 4802 - INTERNATIONAL MARKETING

Date : 25/04/2013
Time : 1:00 - 4:00

Dept. No.

Max. : 100 Marks

SECTION- A

Answer ALL the Questions in this section:

(10 x 2 = 20 Marks)

Explain the meaning of the following:

1. Global Localisation
2. Services Trade
3. Economic Union
4. Environmental sensitivity
5. High-touch positioning
6. Psychographic segmentation
7. Differentiated Market coverage strategy
8. Foreign Direct Investment
9. Gray market Goods
10. Marketing communication mix

SECTION- B

Answer any FIVE Questions in this section:

(5 x 8 = 40 Marks)

11. Describe some of the global marketing strategies available to companies. Give examples of companies using the different strategies.
12. What are the types of economic systems as per the method of resource allocation? Explain them.
13. Distinguish between High context culture and Low context culture.
14. Explain the criteria for selecting target market segments.
15. Explain the forces that influence competition in an industry according to Michael Porter.
16. Discuss the positioning strategies.
17. List the global pricing strategies, to be followed when the domestic currency is weaker than the host country's currency.
18. Explain the six step presentation plan, used in personal selling.

SECTION- C

Answer any TWO Questions in this section:

(2 x 20 = 40 Marks)

19. Enlist and explain the salient issues arising from political environment that should be analysed by the companies doing business outside their home countries.
20. What are the strategic alternatives available for a company that wants to expand geographically in a global market? Explain them.
21. Discuss the decision criteria to be considered by a business enterprise before choosing the entry strategy for international business.
