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Reg. No. :

Name :

Fourth Semester M.Com. Degree Examination, June 2009
(Old Scheme – Prior to 2005 Admission)
Elective – Marketing
CO 241 M – Paper XIII : INTERNATIONAL MARKETING

Time : 3 Hours

Max. Marks : 75

SECTION – A

Answer **all** questions.

1. Define International marketing.
2. What is product adaptation ?
3. Write a note on G7 and its importance in world economy.
4. In International marketing what strategies would you adopt for a product which lies in the maturity phase ?
5. What is duty drawback ?
6. What is a free trade zone ?
7. What is meant by Global firm ?
8. What is meant by geocentric orientation ?
9. Mention the specific advantages that a firm can derive by going “International”
10. Write short notes on :
 - i) FOB
 - ii) CIF

(10×2=20 Marks)

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SECTION – B

Answer **any five** questions.

11. What are the Trade Barriers in the way of International Marketing ? How can you minimize them ?
12. Discuss the factors that you will consider in selecting a Foreign Agent.
13. “Product Quality and Product Development of Overseas Market is playing an important role in International Marketing.” Discuss.
14. Discuss Product life cycle in International marketing.
15. Discuss the nature and scope of International Marketing. Explain how to make an entry in the International market.
16. Explain the importance of Political environment in international marketing.
17. What do you mean by World Trade Organisation ? Explain the scope and functions of WTO. **(5×5=25 Marks)**

SECTION – C

Answer **any two** questions.

18. “International marketing is the process of focusing on the resources of the globe and objectives of the organisations on global business and threats.” Discuss.
 19. Discuss the factors impacting the choice of mode of entry in the International Markets. Explain various Government regulations in this respect.
 20. Explain the role of Multinationals in International Marketing. Also state the importance of multinationals in developing International Business and Trade.
 21. Explain in detail the various documents used in foreign trade. Also, explain the export import procedure. **(2×15=30 Marks)**
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