MCOSC-4.1B/D

Sl.No. :

Total No. of Pages : 2

IV Semester M.Com. Degree Examination, November - 2024
(SLM Scheme, CBCS)
COMMERCE
Course - II : International Marketing Management

Time : 3 Hours **Max. Marks : 80**

SECTION - A

Answer any 4 questions. Each question carries 5 marks. **[4×5=20]**

Q1) Define "International Marketing". How does it differ from domestic marketing?

Q2) What is dumping and price distortion?

Q3) Explain the concept of "Global Market Segmentation".

Q4) What are the role of "Cultural Sensitivity" in international marketing?

Q5) Write the significance of International Marketing Research.

Q6) Outline the key components of an "International Marketing Plan".

SECTION - B

Answer any 3 questions. Each question carries 10 marks. **[3×10=30]**

Q7) Critically evaluate the impact of economic factors on International Marketing.

Q8) Discuss the "Political and Legal Environment" in international marketing. How do political stability, trade regulations and legal issues influence international business operations?

Q9) Evaluate the "Product Adaption vs. Standardization" debate an international marketing. When should a company choose to adapt its product for local markets and when should it standardize its offering?

Q10) Examine the role of "Digital Marketing" in global markets. What are the opportunities and challenges associated with digital marketing strategies in different regions?

Q11) Explain the "Global Branding Strategy". How can companies build and manage a global brand presence while maintaining consistency across various markets?

SECTION - C

Answer any 2 questions. Each question carries 15 marks. **[2×15=30]**

Q12) Critically evaluate different modes of "International Market Entry" with relative advantages.

Q13) Explore the concept of "Cross-Cultural Marketing" and its importance in international marketing.

Q14) Analyse the "Global Supply Chain Management" Challenges faced by International marketers.

Q15) Discuss the impact of "Global Economic Trends" such as globalization, trade agreements and economic integration on international marketing strategies.

