

E 2235

(Pages : 3)

Reg. No.....

Name.....

B.Com. DEGREE (C.B.C.S.S.) EXAMINATION, OCTOBER 2011

Fifth Semester

INTERNATIONAL MARKETING

(For Optional Stream Marketing of Model-I and Model-II B.Com.)

Time : Three Hours

Maximum Weight : 25

Answers may be written either in English or in Malayalam.

Section A

This sections consist of 4 bunches of four questions each.

Each bunch carries a weight of 1.

Answer all questions.

I. Choose the correct answer from the choices given below :

- 1 A company that focuses exclusively on the home country market is known as _____.
 - (a) Domestic company.
 - (b) Export market company.
 - (c) International market company.
 - (d) Global market company.
- 2 Which one of the following is not a kind of International Marketing related research format ?
 - (a) Exploratory research.
 - (b) Descriptive research.
 - (c) Causative research.
 - (d) Clinical research.
- 3 The marketing mix (the 4Ps of marketing) does not include _____.
 - (a) Product.
 - (b) Place.
 - (c) Practically.
 - (d) Promotion.
- 4 _____ theory states that advanced countries extract surplus value from their less developed counterparts, thus leaving them underdeveloped.
 - (a) Multiplicity of politics.
 - (b) Absolutist system.
 - (c) Capitalism.
 - (d) Dependency.

Turn over

II. Fill in the blanks :

- 5 Sony and Pepsi joined together to market Wilson sporting goods in Japan. This alliance is known as _____.
- 6 The method of selling a product from a home base, usually without any product modification is called _____.
- 7 The strategy involves manufacturing operations in a host country for the purpose of exporting a product made there to a company's home country or to other third countries _____.
- 8 Nationalization of a property without compensation is called _____.

III. State whether the following statements are True or False : —

- 9 From business firm's perspective, multinational marketing and international marketing are essentially the same thing.
- 10 The world has been witnessing a trend toward private ownership and away from Government ownership.
- 11 Free trade zones are used for import purpose but are unsuitable for export.
- 12 The exporting strategy works well when a company's home country currency is strong.

IV. Match the following : —

- | | |
|-----------------------|---------------------|
| 13 Strategic alliance | (a) Language. |
| 14 Tumkey project | (b) Spot. |
| 15 Cash market | (c) Tariff quota. |
| 16 Esperanto | (d) Merger. |
| | (e) Financing. |
| | (f) Bill of lading. |

(4 × 1 = 4)

Section B

*Answer any five questions.
Each question carries a weight of 1.*

- 17 What is a carnet ?
- 18 What is the rationale for an export quota ?
- 19 What is dumping ?
- 20 What is VER ?
- 21 What is management contract ?

- 22 What do you mean by infringement ?
- 23 What is multinational marketing ?
- 24 What do you understand by gray market product ?

(5 × 1 = 5)

Section C

Answer any four questions.

Each question carries a weight of 2.

Answer should not exceed half a page.

- 25 How should MNCs generally cope with trade barriers ?
- 26 Since exporting is a relatively risk free market entry strategy, is there a need for a company to consider other market entry strategies ?
- 27 What are the major objectives of international marketing research ?
- 28 In spite of the advantages of free trade zones, most companies have so far failed to utilize them effectively. What are the reasons ? Can anything be done to stimulate the interest ?
- 29 Explain how exchange rate and inflation affect the way you price your product ?
- 30 Are domestic marketing and international marketing different only in scope, but not in nature ?

(4 × 2 = 8)

Section D

Answer any two questions.

Each question carries a weight of 4.

Answer should not exceed four pages.

- 31 With the help of a chart briefly explain the International Marketing Environment.
- 32 Define the concept of International Marketing. Discuss the challenges that firms face in International Marketing.
- 33 Discuss the link between the new world trade system and the 4 Ps of marketing.

(2 × 4 = 8)