



QP CODE: 25021054



25021054

Reg No :

Name :

**B.A DEGREE (CBCS) REGULAR / REAPPEARANCE / MERCY CHANCE
EXAMINATIONS, FEBRUARY 2025**

Sixth Semester

B.A Economics Model II Foreign Trade

VOCATIONAL COURSE - EC6VOT01 - INTERNATIONAL MARKETING

2017 Admission Onwards

1516029D

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

*Each question carries **2** marks.*

1. Product life cycle.
2. What are the features of effective Market segmentation?
3. Wholly owned subsidiaries.
4. Culture.
5. What are Indirect Channels?
6. Piggy backing.
7. Agents.
8. Advertising Media.
9. Vertical Fair.
10. Two-tier pricing.
11. Grey Marketing.
12. Incoterms.

(10×2=20)

Part B

*Answer any **six** questions.*

*Each question carries **5** marks.*

13. What is Branding? What are the characteristics of a good brand?





14. What is Product Standardisation. what are the factors influencing product standardisation.
15. Define Trade Mark. What are its advantages?
16. Discuss the advantages and disadvantages of direct channels.
17. Explain the major challenges in the marketing of Services in international market.
18. What is Sales Promotion? What are its objectives?
19. What are the factors to be considered by a firm for developing communication strategies?
20. Explain the functions of Export Promotion Council.
21. What is Transfer pricing? What are the factors influencing Transfer pricing?

(6×5=30)

Part C

*Answer any **two** questions.*

*Each question carries **15** marks.*

22. Explain the nature and scope of International Marketing. Point out the difference between Domestic and International marketing.
23. What is Channels of Distribution? Explain the factors affecting choice of Marketing channels.
24. Explain the components of international promotion mix.
25. Explain different Price approaches in International Market.

(2×15=30)

