



QP CODE: 24001296

Reg No :

Name :

B.A DEGREE (CBCS) REGULAR / REAPPEARANCE EXAMINATIONS, MARCH 2024

Sixth Semester

B.A Economics Model II Foreign Trade

VOCATIONAL COURSE - EC6VOT01 - INTERNATIONAL MARKETING

2017 Admission Onwards

F18105D6

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

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

1. International Marketing.
2. Market Selection.
3. Joint venture.
4. What are the elements of culture?
5. Commission agents.
6. Wholesalers.
7. Intensive distribution.
8. Non-personal selling.
9. Vertical Fair.
10. Price discrimination.
11. Sporadic dumping.
12. Grey Marketing.

(10×2=20)

Part B

*Answer any **six** questions.*

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





13. What are the steps in international market assessment?
14. What are the factors influencing Product Adaptation?
15. Briefly explain the bases of Market Segmentation.
16. What is an agency agreement? What are the points to be covered while making an agreement in international market?
17. What are the characteristics of Service Marketing?
18. Discuss the factors affecting the selection of suitable media for advertisement.
19. What are the factors to be considered by a firm for developing communication strategies?
20. Explain the functions of Export Promotion Council.
21. Explain any 5 Incoterms.

(6×5=30)

Part C

*Answer any **two** questions.*

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

22. Discuss the Stages of Product Development Process.
23. What is Channels of Distribution? Explain the factors affecting choice of Marketing channels.
24. What are the steps involved in international market communication and the problems associated with market communication?
25. Explain different Price Strategies in International Market.

(2×15=30)

