**ST. JOSEPH’S COLLEGE (AUTONOMOUS), BANGALORE-27**

DATE: 28-06-2019

**B.Com –VI SEMESTER**

**END SEMESTER EXAMINATION,APRIL2019**

**BCDEM 6516 –International Marketing**

Supplementary candidates only.

**Time: 2 ½ Hours Max Marks: 70**

**This paper contains two printed pages and four parts**

**Section A**

**I Answer any five of the following (5 X 2 = 10marks)**

1. Why nations are economically inter-dependent?
2. Expand (a) BRICS (b) SAARC
3. Mention any three requisites of sound international marketing segmentation
4. Highlight the objectives of trading blocs
5. Mention the developments that took place in Uruguay round?
6. Who are the participants in international marketing?
7. Define international marketing communications

**Section B**

**II Answer any three of the following (3 x 5 = 15 marks)**

1. Briefly explain problems in international marketing communication
2. Outline ethical issues in international marketing with suitable examples
3. What are the factors affecting pricing in international marketing?
4. Write a note on various international orientations.
5. Analyse the objectives of WTO

**Section C**

**III Answer any three of the following** (**3 x 10 = 30 marks)**

1. Discuss driving and restraining forces in international marketing
2. Explain tariff and non-tariff barriers used for restraining liberal trade
3. Amplify the stages and characteristics of international product life cycle
4. Discuss market entry strategies in international marketing
5. Analyse various components of economic environment and its impact of international marketers

**Section D**

**IVCompulsory Question (1 X 15 = 15 marks)**

Assume you are an established marketer of two wheelers in India, with a strong product portfolio and an efficient R&D. Now you are contemplating to expand your operation to international markets. You have short listed three countries, this include Pakistan, Bangladesh and Srilanka. The bet is that a pickup in the global economy will fuel demand for these countries’ commodity exports, drive an expansion of middle-class consumption and help them shore up fiscal accounts.The governments of these countriesare working towards creating an environment that is more business-friendly and efficient for foreign investors. The positive factors backing India’s economic growth are its favorable demographics, rising consumerism, low oil prices, a pro-active government. The outlook for the countries remains positive, but the government needs to fulfill its promises to keep the momentum going. Automobile, being the leader in product and process technologies of the manufacturing sector, has been recognized as one of the major drivers of economic growth. Additionally, every year, many rural areas and Tier-III cities are progressing to a higher status, opening immense growth opportunities for the two- wheeler industry. With this background answer the following questions.

1. Briefly explain the determinants of market selection? [5M]
2. Answer the following questions
	1. Out of the three countries, which country would you select & why? [2M]
	2. Which method entry would you select & why? [2M]
	3. Identify the segments of two wheeler’s you would sell and why? [1M]
3. Analyze the process of international market selection [5M]

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