



Seat No. : _____

TB-143

April-2013

M.Com Sem. IV

509 EB – International Marketing

Time : 3 Hours]

[Max. Marks : 70

Instruction : All questions are compulsory and carry equal marks.

1. (a) What is International Marketing ? Explain the various dimensions of International Marketing. 7

OR

What are economic systems ? State the different types of economic systems.

- (b) Answer briefly : (any **two**) 4
- (i) Distinguish between ethno-centricity, poly-centricity and geo-centricity.
- (ii) What is creeping expropriation ?
- (iii) What is confiscation ?
- (c) Answer in **one-two** lines only : 3
- (i) State the four sets of political risks.
- (ii) What is Bribery ?
- (iii) What is Intellectual Property ?
2. (a) What is culture ? Why is culture to be understood by marketers ? Explain the characteristics of culture. 7

OR

Explain the impact of culture on thinking, consumption and communication process.

- (b) Distinguish between : 4
- (i) High context and low context cultures.
- (ii) Monochronic and Polychronic cultures.
- (c) Answer in **one-two** lines only : 3
- (i) How is religion an important part of culture ?
- (ii) What is sub culture ?
- (iii) How is colour an important part of language ?

3. (a) What are the characteristics of good international branding ? 7
- OR**
- State the factors that may force a company to modify its package for overseas market. Discuss both mandatory and optional modifications.
- (b) Distinguish between : 4
- (i) Product Standardization and Product Adaptation.
- (ii) Trade mark and Service mark.
- (c) Answer in **one-two** sentences only : 3
- (i) Define Branding.
- (ii) What are commodities ?
- (iii) State the four levels of branding decisions.
4. (a) Explain the determinants of channel types. 7
- OR**
- What is standardized international advertising ? State the strategies involved in it.
- (b) Distinguish between : 4
- (i) Personal selling and Advertising.
- (ii) Direct and Indirect Selling channels.
- (c) Answer in **one-two** sentences only : 3
- (i) What is channel length ?
- (ii) What is channel width ?
- (iii) State two advantages of direct selling channel.
5. Answer the following questions : (any **seven**) 14
- (1) What is brand equity ?
- (2) What is brand positioning ?
- (3) What is exclusive distribution ?
- (4) What is dual adaptation ?
- (5) State two factors influencing media selection decision in international markets.
- (6) What are anti-dumping duties ?
- (7) Name two Indian Institutions involved in export promotion.
- (8) Give the full form of UNCTAD.
- (9) What is WTO ?