

Register Number:

Name of the Candidate:

B.Com. DEGREE EXAMINATION, May 2015

(INTERNATIONAL BUSINESS)

(THIRD YEAR)

730/310: INTERNATIONAL MARKETING

(New Regulation/Old Regulation)

Time: Three hours

Maximum: 100 marks

Answer any FIVE questions

(5× 20 = 100)

1. Explain the scope of International Marketing.
2. Distinguish between domestic and international marketing.
3. Give a brief account of the international legal environment of marketing.
4. What is the need of understand international environment?
5. Explain the various types of Buying motives.
6. Marketing information system is called the life blood of marketing-comment.
7. What are the important issues pertaining to branding in international marketing?
8. What are the factors which influence international pricing?
9. Explain the important types of foreign marketing intermediaries.
10. What is the significance of Trade Fairs and Exhibitions in international marketing?
