

(FOR THE CANDIDATES ADMITTED

24UIB102

DURING THE ACADEMIC YEAR 2024

ONLY)

REG.NO. :

N.G.M.COLLEGE (AUTONOMOUS) : POLLACHI

END-OF-SEMESTER EXAMINATIONS : NOVEMBER-2024

BCOM IB(SF)

MAXIMUM MARKS: 75

SEMESTER-I

TIME : 3 HOURS

PART - III

24UIB102-INTERNATIONAL MARKETING

SECTION – A

(10 X 1 = 10 MARKS)

ANSWER THE FOLLOWING QUESTIONS.(K1)

1. Which of the following is NOT one of the 4 P's in the Marketing Mix?
a) Product b) Price c) Promotion d) Profit
2. Which factor primarily affects the pricing of a product in a highly competitive market?
a) Company's internal costs b) Competitor pricing
c) Brand image d) Distribution costs
3. Which of the following is a type of channel of distribution?
a) Wholesaler b) Customer c) Manufacturer d) Retailer
4. Export marketing is defined as: _____
a) Marketing products exclusively to local markets
b) The sale and promotion of goods and services across national borders
c) The process of selling domestic products with no modification
d) Selling only within the country's own borders
5. The WTO agreement on Trade Facilitation aims to: _____
a) Reduce tariffs and import quotas
b) Simplify customs procedures and improve logistics
c) Increase subsidies for domestic producers
d) Establish trade barriers to protect local industries

ANSWER THE FOLLOWING IN ONE (OR) TWO SENTENCES(K2)

6. Define the concept of marketing.
7. What is the concept of pricing. _____
8. Write a note on channels of distribution.
9. What do you mean by export marketing.
10. International marketing - Define.

(CONT...2)

SECTION – B**(5 X 5 = 25 MARKS)****ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS.**

11. a) What is the importance of the Marketing Mix in marketing strategy?

(OR)

b) Explain the concept of the Product Life Cycle (PLC).

12. a) What are the objectives of pricing in marketing?

(OR)

b) Explain the factors affecting the price of a product.

13. a) What are the objectives of channels of distribution for consumer goods?

(OR)

b) What are the factors affecting the choice of distribution channels?

14. a) Explain the key differences between domestic marketing and export marketing.

(OR)

b) Why are exports important for a nation?

15. a) What are the key features of international marketing?

(OR)

b) Explain the differences between tariff and non-tariff trade barriers.

SECTION – C**(5 X 8 = 40 MARKS)****ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS.(K4 (Or) K5)**

16. a) Discuss the factors determining the Marketing Mix.

(OR)

b) Explain the functions and requisites of good packaging.

17. a) Explain the various pricing strategies used by companies.

(OR)

b) Describe the methods of pricing used in marketing.

18. a) Discuss the types of channels of distribution used for consumer goods.

(OR)

b) Enumerate the importance and objectives of marketing logistics.

19. a) Elaborate the features of export marketing.

(OR)

b) What are the motivations for firms to engage in export marketing? Explain.

20. a) Briefly explain the objectives and functions of the World Trade Organization (WTO).

(OR)

b) What are the implications of WTO agreements for international marketing?