

4. Why should one understand cultural environment while marketing the product globally?
5. Explain the importance of marketing research in the context of international marketing.
6. Explain the various buying motives of the consumer.
7. What is a product? Explain the product related strategies to be adopted by a multinational company.
8. Explain the various pricing methods adopted in the context international marketing.
9. State the advantages and limitations of indirect channels of distribution.
10. State the various promotional strategies followed in the global trade.

Register Number :

Name of the Candidate :

**1 4 4 5**

**B.Com. ( International Business )  
DEGREE EXAMINATION, 2011**

( THIRD YEAR )

( PART - III )

( PAPER - XIII )

**730. INTERNATIONAL MARKETING**

May ]

[ Time : 3 Hours

Maximum : 100 Marks

*Answer any FIVE questions.*

*All question carry equal marks.*

(5 × 20 = 100)

1. Define international marketing and explain the scope of it.
2. State the benefits of international marketing.
3. Write a detailed note on political environment in the context of international marketing.

**Turn Over**