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Register Number:

Name of the Candidate:

**B.B.S/B.Com. (BUSINESS STUDIES) DEGREE EXAMINATION,
May 2015**

(THIRD YEAR)

(GROUP-B)

751/310: INTERNATIONAL MARKETING

(Old /New Regulation)

Time: Three hours

Maximum: 100 marks

Answer any FIVE questions

(5×20=100)

1. Define International Marketing. Explain its benefits.
2. What is meant by domestic marketing? Differentiate International Marketing from domestic marketing.
3. State the various International Environment that influence the International Marketing.
4. Explain the advantages of marketing research and Information System in International Marketing.
5. What is Product? Explain the importance of branding and labelling in the International Marketing.
6. What is Pricing? Discuss the various factors influencing the pricing decisions in International Market.
7. List the various distribution channels used in the International Marketing and Explain them.
8. Define Advertising. Briefly explain the role of advertising in the International Marketing.
9. Describe the various incentives and subsidies involved in export activities in India.
10. Discuss the various regulative measures that attracting the export activities in India.
