

# Faculty of Management Studies

## End Semester Examination May 2025

### MS3ET11 / MS3EM08 International Marketing

|                  |   |         |                              |   |    |
|------------------|---|---------|------------------------------|---|----|
| <b>Programme</b> | : | BBA     | <b>Branch/Specialisation</b> | : | -  |
| <b>Duration</b>  | : | 3 hours | <b>Maximum Marks</b>         | : | 60 |

**Note:** All questions are compulsory. Internal choices, if any, are indicated. Assume suitable data if necessary.  
 Notations and symbols have their usual meaning.

| <b>Section 1 (Answer all question(s))</b>   |   |  |  | <b>Marks</b> | <b>CO</b> | <b>BL</b> |
|---|---|--|--|--------------|-----------|-----------|
| <b>Q1.</b> What is international marketing?   |   |  |  | 1            | 1         | 1         |
| <input type="radio"/> Selling products only within the home country                                     | <input checked="" type="radio"/> Marketing products and services across national borders                |  |  |              |           |           |
| <input type="radio"/> Focusing only on domestic customers   | <input type="radio"/> Ignoring cultural differences in marketing  |  |  |              |           |           |
| <b>Q2.</b> Which of the following is an example of a cultural factor affecting international marketing? |   |  |  | 1            | 1         | 1         |
| <input type="radio"/> Exchange rates  | <input checked="" type="radio"/> Language and customs   |  |  |              |           |           |
| <input type="radio"/> Shipping costs  | <input type="radio"/> Internet speed  |  |  |              |           |           |
| <b>Q3.</b> Which international market entry strategy involves the least risk?                           |   |  |  | 1            | 1         | 1         |
| <input type="radio"/> Direct investment   | <input type="radio"/> Franchising   |  |  |              |           |           |
| <input checked="" type="radio"/> Exporting  | <input type="radio"/> Joint venture   |  |  |              |           |           |
| <b>Q4.</b> What is a major disadvantage of using a licensing strategy in international markets?         |   |  |  | 1            | 1         | 1         |
| <input type="radio"/> Limited market reach  | <input type="radio"/> High financial risk   |  |  |              |           |           |
| <input checked="" type="radio"/> Loss of control over brand and technology                              | <input type="radio"/> Requires heavy capital investment   |  |  |              |           |           |
| <b>Q5.</b> What is 'product adaptation' in international marketing?                                     |   |  |  | 1            | 1         | 1         |
| <input type="radio"/> Selling the same product globally without changes                                 | <input checked="" type="radio"/> Modifying products to meet local market needs                          |  |  |              |           |           |
| <input type="radio"/> Only selling digital products abroad  | <input type="radio"/> Stopping production for domestic markets  |  |  |              |           |           |
| <b>Q6.</b> Which of the following is a key factor in international product development?                 |   |  |  | 1            | 1         | 1         |
| <input type="radio"/> Ignoring cultural differences   | <input type="radio"/> Standardizing packaging globally  |  |  |              |           |           |
| <input checked="" type="radio"/> Adapting to local regulations and tastes                               | <input type="radio"/> Avoiding market research  |  |  |              |           |           |
| <b>Q7.</b> What is 'price escalation' in international marketing?                                       |   |  |  | 1            | 1         | 1         |
| <input type="radio"/> Reducing prices to enter new markets  | <input checked="" type="radio"/> Increase in final price due to export costs, tariffs, and distribution |  |  |              |           |           |
| <input type="radio"/> Fixed pricing across all markets  | <input type="radio"/> Government-mandated price controls  |  |  |              |           |           |
| <b>Q8.</b> Which pricing strategy focuses on setting low prices to gain market share?                   |   |  |  | 1            | 1         | 1         |
| <input type="radio"/> Skimming pricing  | <input checked="" type="radio"/> Penetration pricing  |  |  |              |           |           |
| <input type="radio"/> Psychological pricing   | <input type="radio"/> Premium pricing   |  |  |              |           |           |
| <b>Q9.</b> What is the primary challenge of global advertising?   |   |  |  | 1            | 1         | 1         |
| <input checked="" type="radio"/> Language barriers  | <input type="radio"/> Uniform media availability  |  |  |              |           |           |
| <input type="radio"/> Identical consumer behavior worldwide   | <input type="radio"/> Fixed advertising budgets   |  |  |              |           |           |

**Q10.** Why might a company use localized social media platforms?

1 1 1

- To ignore cultural differences
- Because global platforms like Facebook are banned in some countries
- To avoid internet regulations
- To reduce advertising costs

### Section 2 (Answer all question(s))

**Q11.** Define international marketing.

Marks CO BL  
2 1 2

**Q12.** Describe the nature, importance, scope of international marketing.

3 1 2

**Q13. (a)** Give the differences between domestic marketing Versus international marketing.

5 1 2

| Rubric        | Marks |
|---------------|-------|
| 5 differences | 5     |

(OR)

**(b)** What is the process of international marketing?

| Rubric             | Marks |
|--------------------|-------|
| proper explanation | 5     |

### Section 3 (Answer all question(s))

**Q14.** What is the concept of international market entry?

Marks CO BL  
3 2 2

| Rubric               | Marks |
|----------------------|-------|
| As per explanations. | 3     |

**Q15. (a)** Differentiate between indirect & direct exports.

7 2 2

| Rubric               | Marks |
|----------------------|-------|
| proper differentiate | 7     |

(OR)

**(b)** Explain Offshore Services and describe the Contractual Entry Modes in detail.

| Rubric                  | Marks |
|-------------------------|-------|
| offshore services       | 4     |
| contractual entry modes | 3     |

### Section 4 (Answer all question(s))

**Q16.** Define market intermediaries.

Marks CO BL  
2 3 2

| Rubric              | Marks |
|---------------------|-------|
| As per Explanations | 2     |

**Q17. (a)** What are the approaches for product development in international marketing?

8 3 2

| Rubric             | Marks |
|--------------------|-------|
| proper explanation | 8     |

(OR)

**(b)** Explain the factors influencing product adaptation.

| Rubric             | Marks |
|--------------------|-------|
| proper explanation | 8     |

**Section 5 (Answer all question(s))****Marks CO BL**

3      4      2

**Q18.** What is Grey marketing? State the types of grey marketing channels.

| <b>Rubric</b>                     | <b>Marks</b> |
|-----------------------------------|--------------|
| Grey marketing,                   | 1.5          |
| Types of grey marketing channels. | 1.5          |

**Q19. (a)** Differentiate between cost- based pricing and full cost pricing.

7      4      3

| <b>Rubric</b>      | <b>Marks</b> |
|--------------------|--------------|
| proper explanation | 7            |

**(OR)****(b)** Define market based pricing and what are the factors influencing pricing decisions in international markets.

| <b>Rubric</b>   | <b>Marks</b> |
|---|--------------|
| Define market based pricing 2 Marks<br>what are the factors influencing pricing decisions in international markets. 5 Marks | 7            |

**Section 6 (Answer any 2 question(s))****Marks CO BL**

5      5      2

**Q20.** Explain push strategy and pull strategy.

| <b>Rubric</b> | <b>Marks</b> |
|---------------|--------------|
| Push strategy | 2.5          |
| Pull strategy | 2.5          |

**Q21.** Explain advertising, 2 Marks  
direct marketing, 2 Marks  
direct mailing. 1 Marks

5      5      2

**Q22.** Explain door-to-door marketing, multi- level- marketing, personal selling.

5      5      2

| <b>Rubric</b>   | <b>Marks</b> |
|---|--------------|
| Explain door-to-door marketing 1 Mark<br>multi- level- 2 Marks<br>personal selling. 2 Marks | 5            |

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