



Faculty of Management Studies

End Semester Examination May 2025

MS3ET11 / MS3EM08 International Marketing

Programme	:	BBA	Branch/Specialisation	:	-
Duration	:	3 hours	Maximum Marks	:	60

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

Section 1 (Answer all question(s))					Marks	CO	BL
Q1.	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					
Q2.	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					
Q3.	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					
Q4.	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					
Q5.	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					
Q6.	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					
Q7.	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					
Q8.	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					
Q9.	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
 ☐ To avoid internet regulations
☒ Because global platforms like Facebook are banned in some countries
 ☐ To reduce advertising costs

Section 2 (Answer all question(s))

Marks CO BL

Q11. Define international marketing.

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))

Marks CO BL

Q14. What is the concept of international market entry?

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))

Marks CO BL

Q16. Define market intermediaries.

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****Q18.** What is Grey marketing? State the types of grey marketing channels.**3 4 2**

Rubric	Marks
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**

Rubric	Marks
proper explanation	7

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

Rubric	Marks
Define market based pricing 2 Marks what are the factors influencing pricing decisions in international markets. 5 Marks	7

Section 6 (Answer any 2 question(s))**Marks CO BL****Q20.** Explain push strategy and pull strategy.**5 5 2**

Rubric	Marks
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**

Rubric	Marks
Explain door-to-door marketing 1 Mark multi- level- 2 Marks personal selling. 2 Marks	5
