

TB206730W

Reg. No : .....

Name : .....

**BMS DEGREE (C.B.C.S.) EXAMINATION, MARCH 2023**  
**(2020 Admission Regular, 2019, 2018 Admissions Supplementary)**  
**SEMESTER VI - CHOICE BASED CORE ( INTERNATIONAL BUSINESS )**  
**MS6B20B18 - TRANSNATIONAL AND CROSS CULTURAL MARKETING**

Time : 3 Hours

Maximum Marks : 80

**Part A**

**I. Answer any Ten questions. Each question carries 2 marks**

**(10x2=20)**

1. Define globalization.
2. How is global marketing important?
3. Define market research.
4. What method of research would you suggest for issues dealing with children? Why?
5. Give any three methods by which you can conduct primary data collection.
6. Define extension.
7. Using an example, discuss the meaning of invention in international product strategy.
8. What is the disadvantage of market based pricing?
9. How does company objective influence pricing strategies?
10. What are the different forms of communication that can be taken up by international firms?
11. Are exhibitions and events suitable medium for international promotion? Why? Why not?
12. What are the major decisions from promotional perspectives?

**Part B**

**II. Answer any Six questions. Each question carries 5 marks**

**(6x5=30)**

13. Discuss the need for learning culture in international business.
14. Enumerate the significance of culture from an internal and external perspective.
15. How can you use internet for market research? Discuss the advantages of internet as a market research tool.
16. Discuss ethnographic research. What other observational technique can be used in international research? Explain.
17. Discuss the method of analogy using examples.
18. How is global marketing of services different from that of products – Explain
19. Explain global pricing decision making framework explaining the different factors influencing pricing decision.
20. What are the factors on which media selection in international marketing depends? How do you choose the right media for your advertisement?
21. What are the different elements of international promotion mix?

**Part C**

**III. Answer any Two questions. Each question carries 15 marks**

**(2x15=30)**

22. Discuss in detail the different stages in the evolution of global marketing with examples.
23. Estimating market size in international market is a tedious task. How do companies do that? What are the methods available? Discuss each one using examples.

24. While developing a new product for the global market, the considerations are different and the nature is different from the domestic market. How? Explain the steps in NPD.
25. International pricing calls for different strategies than the domestic pricing. Discuss the different pricing strategies that are available for international businesses. How do they price intra-firm products and services? What are the different options available?