

TB246528S

15.4

Reg. No :

Name :

BACHELOR'S DEGREE (C.B.C.S) EXAMINATION, MARCH 2024
2021 ADMISSIONS REGULAR
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. Re-export is different from export. How?
2. List any two reasons why companies look at international marketing.
3. Give two techniques of observational research.
4. What do you mean by focus groups? Suggest a situation when focus group can be used.
5. How can you use internet for global research?
6. List the major factors influencing new product adoption.
7. What is a modular approach in product adaptation?
8. Which is the most preferred transfer pricing for tax authorities? Why?
9. How does competition influence pricing strategies?
10. List any two emerging trends in global media landscape.
11. Give an example of how sales promotion can be used as an international promotion tool.
12. What are some of the major promotional objectives of businesses?

Part B

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

(6x5=30)

13. Discuss the scope of international marketing.
14. Differentiate between export marketing and international marketing using examples.
15. What are the unique challenges that international market researchers face?
16. How can you use internet for market research? Discuss the advantages of internet as a market research tool.
17. What are the criteria of selecting a market research agency?
18. Explain the different branding strategies possibly available for global brands.
19. Different factors influence the pricing decisions in international market. What are they? Discuss in detail with examples
20. What are the factors on which media selection in international marketing depends? How do you choose the right media for your advertisement?
21. While creating media messages, there are options for standardization and customization. Discuss the advantages and disadvantages of standardized advertisements.



Part C

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

(2x15=30)

22. What is globalization? How has it affected firms doing businesses across the globe? Discuss in detail the different stages of global marketing with adequate examples.
23. How can companies estimate demand in international markets, especially when specific information is unavailable? Discuss the different methods with examples.

24. Trace the steps of global new product development. What factors influence the adoption of new product? Explain using examples.

25. Discuss in detail all the pricing strategies available for international business. Discuss how countertrade and transfer pricing can be used as a pricing strategy in international scenario.

