

Time : 3hours

Marks : 100

**SECTION A — (5\* 8 = 40 marks)**

**Answer any FIVE of the following.**

1. What do you mean by international marketing? State its important.
2. Explain the modern concept of marketing.
3. Write note on international product life cycle.
4. Discuss the influence of international product strategies.
5. Define dumping and describe the reasons for dumping.
6. Write note on personal selling in international marketing.
7. What are the methods of selling directly to consumer?
8. What is the importance of international marketing information system? Discuss.

**SECTION B — (4 × 15 = 60 marks)**

**Answer any FOUR of the following.**

9. Give general account of the international political and regulatory environment of the business.
10. Give a brief account of the different market entry strategy.
11. Discuss the important international branding decisions.
12. Discuss the important problems in international promotion.
13. Explain the important international pricing objectives and the factors which influence international pricing.
14. Explain the importance of marketing research in the international field.
15. What are the factors to be considered while selecting a suitable channel of distribution.