



**SREENIVASA INSTITUTE of TECHNOLOGY and MANAGEMENT STUDIES
(AUTONOMOUS)**

**DEPARTMENT OF MANAGEMENT STUDIES
INTERNATIONAL MARKETING**

QUESTION BANK

II MBA / IV- SEMESTER

REGULATION: R22



COMPILED BY

FACULTY INCHARGE :

**DR.R.PRIYADHARSINI
ASSOCIATE PROFESSOR**

PROGRAMME :

MBA



SREENIVASA INSTITUTE OF TECHNOLOGY AND MANAGEMENT STUDIES

(Autonomous)

DEPARTMENT of MANAGEMENT STUDIES

QUESTION BANK

INTERNATIONAL MARKETING(22MBA243B)

II MBA II Semester

L	T	P	C
4	0	0	4

22MBA243B INTERNATIONAL MARKETING

Course Educational Objectives (CEOs):

CEO1: To provide knowledge about Principles of International Marketing

CEO2: To inculcate various aspects pertinent to International Market opportunities

CEO3: To elucidate International Product Management

CEO4: To provide necessary knowledge about international market channels

CEO5: To give a elaborate view about pricing and promotion of international markets

UNIT-I: Introduction: Scope and Significance of International Marketing, The Strategic Importance of International Marketing, Difference Between International and Domestic Marketing, Need for International Trade- International Market Environment.

UNIT-II: International Market Opportunities: Regional Market Characteristics, Marketing in Transitional Economies and Third World Countries, International Market segmentation and Targeting- International Market entry strategies- Direct exporting, Indirect exporting, Entry strategies of Indian Firms

UNIT-III: International Product Management: International Product Positioning, International Product Life, Cycle, Geographic Expansion-Strategic Alternatives- New products in International Marketing, Product and Culture, Brands in International Market.

UNIT-IV: International Market Channels: Channels-Distribution Structures, Distribution Patterns, Factors Effecting Choice of Channels, The Challenges in Managing an International Distribution Strategy, Selecting Foreign Country Market Intermediaries-The Management of Physical Distribution of Goods.

UNIT-V: Pricing and Promotion for International Markets: Environmental Influences on Pricing Decisions, Grey Market Goods, Transfer Pricing, Global Pricing – Policy Alternatives, Global Advertising and Publicity, Sponsorship Promotion..



SREENIVASA INSTITUTE OF TECHNOLOGY AND MANAGEMENT STUDIES

(Autonomous)

DEPARTMENT of MANAGEMENT STUDIES

QUESTION BANK

INTERNATIONAL MARKETING (22MBA243B)

Course Outcomes:

On successful completion of the course, students will be able to		POs related to COs
CO1	Explain the fundamental concepts of international marketing and outline the strategic significance of international marketing.	PO1, PO2, PO7, PSO1
CO2	Evaluate the international market entry strategies by analyzing the regional market characteristics.	PO1, PO4, PO7, PSO1, PSO2
CO3	Apply branding and positioning strategies for international products.	PO1, PO2, PO4, PO7, PSO1, PSO2
CO4	Compare the international distribution strategies and effectively manage the physical distribution function.	PO1, PO2, PO4, PO7, PSO1, PSO2
CO5	Demonstrate the knowledge in International Pricing and Promotional strategies.	PO1, PO4, PO7, PSO1, PSO2

References:

1. International Marketing Analysis and Strategy, 3/e, 2009, SakOnkvisit, John J. Shaw, Prentice Hall India, New Delhi.
2. International Marketing, 13/e, 2008, Philip R. Cateora, John L. Graham, Prasanth Salwan, Tata Mc Graw Hill, New Delhi.
3. International Marketing, 4/e, 2010 Vasudeva PK, Excel Books, New Delhi.
4. Global Marketing Management, 2/e, 2009, Lee, Carter, Oxford, New Delhi.
5. Global Marketing Management, 4/e, 2008, Keegan, Green, Pearson Education, New Delhi.



SREENIVASA INSTITUTE OF TECHNOLOGY AND MANAGEMENT STUDIES

(Autonomous)

DEPARTMENT of MANAGEMENT STUDIES

QUESTION BANK

INTERNATIONAL MARKETING (22MBA243B)

Question No.	Questions	PO
UNIT – 1: INTRODUCTION		
PART-A (Two Marks Questions)		
1	Define International Marketing	PO1,PO2,PO7
2	List the characteristics of International Marketing	PO1,PO2,PO7
3	Compare International and Domestic Marketing	PO1,PO2,PO7
4	Explain Export	PO1,PO2,PO7
5	Explain Entrepot	PO1,PO2,PO7
PART-B (Ten Marks Questions)		
1	Analyze the characteristics of International Marketing.	PO1,PO2,PO7
2	Outline the scope and importance of International Marketing	PO1,PO2,PO7
3	Differentiate International and Domestic Marketing	PO1,PO2,PO7
4	Explain the International marketing Environment and its impact.	PO1,PO2,PO7
5	Explain the strategic significance of International marketing	PO1,PO2,PO7

**SREENIVASA INSTITUTE OF TECHNOLOGY AND MANAGEMENT STUDIES****(Autonomous)****DEPARTMENT of MANAGEMENT STUDIES****QUESTION BANK****INTERNATIONAL MARKETING((22MBA243B)**

Question No.	Questions	PO Attainment
UNIT – 2: INTERNATIONAL MARKET OPPORTUNITIES		
PART-A (Two Marks Questions)		
1	Explain Transitional Economu	PO1,PO4,PO7
2	Explain Direct Export	PO1,PO4,PO7
3	Explain Piggy back	PO1,PO4,PO7
4	Explain Joint venture	PO1,PO4,PO7
5	Differentiate Direct and Indirect Export	PO1,PO4,PO7
PART-B (Ten Marks Questions)		
1	Discuss the regional market entry characteristics.	PO1,PO4,PO7
2	Explain in detail various market entry strategies.	PO1,PO4,PO7
3	Explain the position of international trade in transitional economies.	PO1,PO4,PO7
4	Examine the process of STP	PO1,PO4,PO7
5	Illustrate the various methods of segmentation in International Marketing	PO1,PO4,PO7

**SREENIVASA INSTITUTE OF TECHNOLOGY AND MANAGEMENT STUDIES****(Autonomous)****DEPARTMENT of MANAGEMENT STUDIES****INTERNATIONAL MARKETING ((22MBA243B))****QUESTION BANK**

Question No.	Questions	PO Attainment
UNIT – 3: INTERNATIONAL PRODUCT MANAGEMENT		
PART-A (Two Marks Questions)		
1	Define Positioning	PO1,PO2, PO4,PO7
2	Draw Perceptual map.	PO1,PO2,P O4,PO7
3	Explain STP.	PO1,PO2, PO4,PO7
4	List the stages in international product life cycle.	PO1,PO2,P O4,PO7
5	Define brand.	PO1,PO2,P O4,PO7
PART-B (Ten Marks Questions)		
1	‘International Product Positioning is the foremost product strategy’. Discuss.	PO1,PO2, PO4,PO7
2	Analyze the stages in Product Life cycle in a global perspective.	PO1,PO2,P O4,PO7
3	List and explain the geographic expansion strategic alternative with suitable examples.	PO1,PO2, PO4,PO7
4	Explain the international cultural influence on product strategies.	PO1,PO2,P O4,PO7
5	Write a note on brand , its types and benefits in international marketing.	PO1,PO2,P O4,PO7

**SREENIVASA INSTITUTE OF TECHNOLOGY AND MANAGEMENT STUDIES****(Autonomous)****DEPARTMENT of MANAGEMENT STUDIES****INTERNATIONAL MARKETING ((22MBA243B))****QUESTION BANK**

Question No.	Questions	PO Attainment
UNIT – 4: INTERNATIONAL MARKET CHANNELS		
PART-A (Two Marks Questions)		
1	List out the levels of channels of distribution.	PO1,PO2, PO4,PO7
2	Explain Direct Marketing	PO1,PO2, PO4,PO7
3	Explain Warehousing	PO1,PO2, PO4,PO7
4	Explain Order Processing	PO1,PO2, PO4,PO7
5	Explain Inventory control.	PO1,PO2, PO4,PO7
PART-B (Ten Marks Questions)		
1	Examine the Distribution patterns and structure adopted in global marketing.	PO1,PO2, PO4,PO7
2	List and explain the factors influencing selection of channels of distribution at global level.	PO1,PO2, PO4,PO7
3	Analyse the challenges in the management of International distribution strategy.	PO1,PO2, PO4,PO7
4	Explain the functions and organization structure of physical distribution department.	PO1,PO2, PO4,PO7
5	Classify the channel members in international marketing.	PO1,PO2, PO4,PO7

**SREENIVASA INSTITUTE OF TECHNOLOGY AND MANAGEMENT STUDIES****(Autonomous)****DEPARTMENT of MANAGEMENT STUDIES****INTERNATIONAL MARKETING ((22MBA243B))****QUESTION BANK**

Question No.	Questions	PO Attainment
UNIT – 5: PRICING AND PROMOTION FOR INTERNATIONAL MARKETS		
PART-A (Two Marks Questions)		
1	List Grey market goods	PO1,PO2, PO4,PO7
2	Explain Transfer Pricing	PO1,PO2,PO4,PO7
3	Define Advertising	PO1,PO2, PO4,PO7
4	Illustrate Sponsorship	PO1,PO2,PO4,PO7
5	Explain Publicity	PO1,PO2,PO4,PO7
PART-B (Ten Marks Questions)		
1	Discuss factors influencing International Pricing.	PO1,PO2, PO4,PO7
2	Examine the international pricing strategies and policies.	PO1,PO2,PO4,PO7
3	Analyze the global advertisement process.	PO1,PO2, PO4,PO7
4	Explain Grey market goods with illustrations,	PO1,PO2,PO4,PO7
5	Discuss the role of sponsorship and publicity in effective promotion.	PO1,PO2,PO4,PO7

**** ALL THE BEST ****

