

**M.PHIL. DEGREE EXAMINATION, FEBRUARY 2020**  
**I YEAR I SEMESTER**  
**ELECTIVE - I (INTERNATIONAL MARKETING)**

**Time : 3 Hours**

**Max.marks :75**

**Section A** ( $5 \times 15 = 75$ ) Marks

Answer any **FIVE** questions

(All questions carry equal marks)

1. Briefly explain the dynamic environment of International Marketing.
2. Elaborate on developing an international advertising strategy.
3. Briefly discuss the contemporary issues in International Marketing.
4. Briefly explain the future prospects in International Marketing.
5. What are the various points that will be considered while selecting international marketing channels for the products?
6. Highlight the real value of International Market Research and Market Information System.
7. State the factors to be considered by a marketer in International Pricing.
8. Write a note on Scope and Challenges of International Marketing.

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