

**M.PHIL. (COMMERCE) DEGREE EXAMINATION, EVEN SEMESTER  
2021  
I Year I Semester  
INTERNATIONAL MARKETING**

**Max.marks :75**

Answer any **FIVE** questions ( $5 \times 15 = 75$ ) Marks

1. What are the scope and challenges of International Marketing?
2. Explain the cultural dynamics in assessing Global Markets.
3. What are the types and factors of Marketing channel?
4. Write briefly about trademark, packaging and labelling?
5. What is International positioning of product? What are the needs and challenges in promoting a product?
6. Differentiate between product adoptions and standardisation.
7. What are the forms of promotion for Global markets?
8. How to manage the International distribution channel?