



**SREENIVASA INSTITUTE OF TECHNOLOGY AND MANAGEMENT STUDIES
(AUTONOMOUS)**

QUESTION BANK

Year / Semester: II M.B.A IV Semester

Regulation: R22

Subject and Code: INTERNATIONAL MARKETING 22MBA243B

SYLLABUS

II MBA – Semester - IV					
Course Code	INTERNATIONAL MARKETING	L	T	P	C
22MBA243B			4	0	0
Course Educational Objectives:					
<p>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 an elaborate view about pricing and promotion of international markets</p>					
UNIT - I	Introduction to International Marketing				Lecture Hrs: 8
Introduction to IM, 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				Lecture Hrs: 12
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				Lecture Hrs:10
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				Lecture Hrs:8
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				Lecture Hrs:12
Environmental Influences on Pricing Decisions, Grey Market Goods, Transfer Pricing, Global Pricing – Policy Alternatives, Global Advertising and Publicity, Sponsorship Promotion.					
Course Outcomes:					
On successful completion of the course the student will be able to,				POs & PSOs related to COs	
CO1	Explain the fundamental concepts of international marketing				PO1, PO2, PO7, PSO1,



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	and outline the strategic significance of international marketing	PSO2
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
Text Books:		
<ol style="list-style-type: none">1. Global Marketing Management, 4/e, Keegan, Green, Pearson Education, New Delhi, 2008.2. International Marketing Analysis and Strategy, 3/e, Sakonkvisit, John J.Shaw, Prentice Hall India, New Delhi, 2009.		
Reference Books:		
<ol style="list-style-type: none">1. International Marketing,13/e, Philip R Cateora, John Graham, PrasanthSalwan, Tata Mc Graw Hill, New Delhi, 2008.2. International Marketing, 1/e, Dr. Shalini Agrawal Sahitya Bhawan Publications; 20213. International Marketing, 4/e, Vasudeva PK, Excel Books, New Delhi, 2010.4. Global Marketing Management,2/e Lee, Carter, Oxford, New Delhi, 2009.		
Online Learning Resources:		
<p>https://archive.nptel.ac.in/courses/110/105/110105157/</p> <p>https://backup.pondiuni.edu.in/sites/default/files/Global%20marketing-260214.pdf</p> <p>http://ebooks.lpude.in/management/mba/term_4/DMGT547_INTERNATIONAL_MARKETING.pdf</p>		



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Max Marks: 10

S.No.	CO	Questions	BT
Unit I: (Introduction to International Marketing)			
1	1	Outline the Nature of International Marketing with suitable examples.	L3
2	1	Examine the scope and importance of International Marketing in the current global village scenario.	L3
3	1	Compare and Contrast International and Domestic Marketing	L4
4	1	Assess the impact of International marketing Environment on businesses entering into global market.	L3
5	1	Examine the strategic significance of International marketing with suitable case illustrations.	L3
6	1	Outline the need for International Marketing for the growth and expansion of domestic organizations.	L3
7	1	Define International Marketing and illustrate its importance in economic development.	L3
8	1	Outline the domestic, national and global environment factors that has an influence on the international business organizations.	L3
9	1	Assess the significance of International Marketing that leads to expansion of business with social responsibility.	L4
10	1	Explain the steps to be taken by the organization to analyse the International Marketing environment..	L3



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S.No.	CO	Questions	BT
Unit II: (International Market Opportunities)			
1	2	Examine the regional market entry characteristics that need to be analyzed to enter into foreign markets.	L3
2	2	Categorize the market entry strategies available for businesses to enter into new markets.	L3
3	2	Outline the level of trade agreements entered by the international marketers which determines regional market characteristics.	L3
4	2	Assess the various International market entry strategies and suggest a suitable strategy for a car manufacturer to enter foreign market.	L3
5	2	List the global entry strategies available for Indian firms to enter into the foreign markets.	L5
6	2	Examine the characteristics of third world countries and challenges faced by those countries.	L3
7	2	Explain transitional economy and outline the symptoms of transitional economy.	L3
8	2	Categorize the market segmentation strategies and methods and recommend a suitable segmentation method for mobile manufacturer at global level.	L3
9	2	Outline the concept of Market segmentation and discuss the methods of market segmentation.	L3
10	2	Differentiate Third world countries and Transitional Economy.	L3



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S.No.	CO	Questions	BT
Unit III: (International Product Management)			
1	3	'International Product Positioning is the foremost product strategy". Discuss.	L3
2	3	Classify the positioning strategies available for International marketers and explain with suitable examples.	L4
3	3	Explain the process involved in International positioning and list the positioning strategies.	L3
4	3	Analyze the stages in Product Life cycle in a global perspective.	L3
5	3	List and explain the geographic expansion strategic alternative with suitable examples.	L3
6	3	Examine the international cultural influence on product strategies.	L3
7	3	Outline the concept of brand, its types and benefits in international marketing.	L3
8	3	Outline the process of new product development in a global perspective.	L3
9	3	Examine the strategies that could be adopted during International Product Life cycle.	L3
10	3	Outline the strategic alternatives available for product development in international markets.	L3



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S.No.	CO	Questions	BT
Unit IV: (International Market Channels)			
1	4	Examine the Distribution patterns and structure adopted in global marketing.	L3
2	4	List and explain the factors influencing selection of channels of distribution at global level.	L3
3	4	Analyse the challenges in the management of International distribution strategy.	L3
4	4	Explain the functions and organization structure of physical distribution department.	L3
5	4	Classify the levels of channels and list the channel members in international marketing.	L4
6	4	Outline the functions of Physical distribution with suitable examples.	L3
7	4	Examine the factors that has an impact over the selection of channels of distribution in international market scenario.	L3
8	4	Outline the concept of Transportation and Warehousing in International Marketing	L3
9	4	Develop a suitable distribution strategy for the entry of International Market of a Machine Manufacturer.	L4
10	4	Assess the importance of functions of International Physical Distribution	L3



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S.No.	CO	Questions	BT
Unit V: (Pricing and Promotion for International Markets)			
1	5	Outline the factors that forces increase or decrease of International Price.	L4
2	5	Examine the international pricing strategies and policies with suitable illustration.	L3
3	5	Outline the steps in Global Advertisement Process with suitable example.	L3
4	5	Examine the presence of Grey market goods in International Market with illustrations.	L3
5	5	Examine the role of sponsorship and publicity in effective promotion of Products in International Markets.	L3
6	5	Classify the methods of Pricing with pros and cons.	L4
7	5	Develop an Advertisement Plan for International Marketer.	L4
8	5	Assess the factors that influence determination of Pricing of International Products.	L3
9	5	Outline the methods of Advertisement Budgets and strategies available for International Marketers.	L3
10	5	Evaluate the Grey Market goods as a challenge in International Market.	L4

Note: L1-Remembering, L2-Understanding, L3-Applying, L4-Analyzing, L5-Evaluating, and L6-Creating



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Instruction to Faculty Members:

The Six Levels of Bloom's Taxonomy:

1. **Remembering:** Retrieving, recognizing, and recalling relevant knowledge from long-term memory (e.g., list, define, name, locate).
2. **Understanding:** Constructing meaning, explaining ideas, or concepts (e.g., summarize, interpret, classify, compare).
3. **Applying:** Using information in new situations or implementing procedures to solve problems (e.g., solve, use, demonstrate, implement).
4. **Analyzing:** Breaking material into constituent parts, determining how the parts relate to one another and to an overall structure (e.g., contrast, categorize, distinguish, diagram).
5. **Evaluating:** Making judgments based on criteria and standards through checking and critiquing (e.g., judge, critique, justify, defend, argue).
6. **Creating:** Putting elements together to form a coherent or functional whole; reorganizing elements into a new pattern or structure (e.g., design, construct, develop, formulate).