

**BIRLA INSTITUTE OF TECHNOLOGY, MESRA, RANCHI
(MID SEMESTER EXAMINATION MO/2023)**

**CLASS: BBA
BRANCH: MANAGEMENT**

**SEMESTER : V
SESSION : MO/2023**

SUBJECT: MT316 INTERNATIONAL MARKETING

TIME: 02 HOURS

FULL MARKS: 25

INSTRUCTIONS:

1. The question paper contains 5 questions each of 5 marks and total 25 marks.
 2. Attempt all questions.
 3. The missing data, if any, may be assumed suitably.
 4. Tables/Data handbook/Graph paper etc., if applicable, will be supplied to the candidates
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			CO	BL
Q.1(a)	Define international marketing. Give examples.	[2]	1	1
Q.1(b)	Differentiate between domestic and international marketing giving examples.	[3]	1	2
Q.2(a)	Describe briefly how international marketing benefits companies.	[2]	1	3
Q.2(b)	Discuss how culture influences consumption patterns giving suitable examples.	[3]	2	3
Q.3(a)	Define self reference criterion. Give one example.	[2]	2	1
Q.3(b)	Analyze the political risks that an international marketer may need to deal giving examples.	[3]	2	4
Q.4(a)	Discuss the reasons of preferring subsidiaries over branch by an international marketer.	[2]	2	2
Q.4(b)	What is balance of payments? Outline the components of balance of payments.	[3]	2	1
Q.5(a)	Enumerate the reasons for having protectionism policy by any country.	[2]	3	2
Q.5(b)	Differentiate between tariff barriers and non tariff barriers with examples.	[3]	3	2

:::21/09/2023 M:::