

BIRLA INSTITUTE OF TECHNOLOGY, MESRA, RANCHI
(MID SEMESTER EXAMINATION MO/2024)

CLASS: BBA
BRANCH: BBA

SEMESTER : V
SESSION : MO/2024

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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|--------|---|-----|-----|
| Q.1(a) | Define international marketing giving examples. | [2] | 1 2 |
| Q.1(b) | Outline the benefits of international marketing. | [3] | 1 2 |
| Q.2(a) | Differentiate between domestic and international marketing. | [2] | 1 3 |
| Q.2(b) | Discuss how culture influences the consumption pattern of individual giving suitable examples. | [3] | 1 4 |
| Q.3(a) | Differentiate between low-context culture and high-context culture. | [2] | 2 3 |
| Q.3(b) | Should international marketer eliminate the self reference criterion effect? Justify your answer. | [3] | 2 5 |
| Q.4(a) | Explain the influence of political system on international business giving suitable example. | [2] | 2 3 |
| Q.4(b) | Discuss why multinational companies prefer subsidiary over branch. | [3] | 2 2 |
| Q.5(a) | What is balance of payment? List out the parts of balance of payments. | [2] | 2 2 |
| Q.5(b) | Differentiate between tariff and non-tariff barriers. | [3] | 3 3 |

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