

**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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		CO	BL
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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