

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

CLASS: BBA  
BRANCH: MANAGEMENT

SEMESTER : V  
SESSION : MO/2025

SUBJECT: MN419 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
- 

		CO	BL
Q.1(a)	Define international marketing.	[2] 1	2
Q.1(b)	Discuss how international marketing is different from domestic marketing giving suitable examples.	[3] 1	4
Q.2(a)	Discuss how international marketing benefits consumers.	[2] 1	2
Q.2(b)	Explain the importance of international marketing in today's business environment.	[3] 1	3
Q.3(a)	Give examples to justify the influence of culture on consumption pattern.	[2] 2	4
Q.3(b)	Differentiate between low-context culture and high-context culture.	[3] 2	4
Q.4(a)	Using real life examples, explain the influence of political system on international marketer.	[2] 2	3
Q.4(b)	Discuss why multinational companies prefer subsidiary over branch.	[3] 2	3
Q.5(a)	Define balance of payment? Outline the parts of balance of payments.	[2] 2	2
Q.5(b)	Differentiate between tariff and non-tariff barriers.	[3] 3	4

:::::26/09/2025:::::E