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# PRESIDENCY UNIVERSITY

BENGALURU

## Mid - Term Examinations – October 2025

Date 10-10-2025

Time: 09.30am to 11.00am

<b>School:</b> SOC/SOM-UG	<b>Program:</b> BBA Aviation	
<b>Course Code:</b> BBA3070	<b>Course Name:</b> International Marketing	
<b>Semester:</b> V	<b>Max Marks:</b> 50	<b>Weightage:</b> 25%

CO - Levels	C01	C02	C03	C04	C05
Marks	26	24	-	-	-

### Instructions:

- (i) Read all questions carefully and answer accordingly.
- (ii) Do not write anything on the question paper other than roll number.

### Part A

Answer ALL the Questions. Each question carries 2 marks.

5Q x 2M=10M

1	Define International Marketing.	2 Marks	L1	C01
2	Mention any two international market entry strategies.	2 Marks	L1	C01
3	What is International Marketing Environment?	2 Marks	L1	C01
4	Explain two factors influencing international pricing.	2 Marks	L2	C02
5	Interpret the meaning of Licensing as an International Market Entry Strategy.	2 Marks	L2	C02

### Part B

Answer ALL the Questions. Each question carries 10 marks.

4Q x 10M=40M

6.	Explain the International Marketing Management Process.	10 Marks	L2	C01
Or				
7.	Discuss the Screening and Selection of International Markets with examples.	10 Marks	L2	C01

<b>8.</b>	Write short notes on: (a) Exporting, (b) Licensing, (c) Joint Venture	<b>10 Marks</b>	<b>L2</b>	<b>CO 1</b>
<b>Or</b>				
<b>9.</b>	Discuss Strategic Alliances and their importance in International Marketing.	<b>10 Marks</b>	<b>L2</b>	<b>CO 1</b>

<b>10.</b>	Explain Product Standardization vs. Adaptation with examples.	<b>10 Marks</b>	<b>L2</b>	<b>CO 2</b>
<b>Or</b>				
<b>11.</b>	Discuss the process of New Product Development in International Marketing.	<b>10 Marks</b>	<b>L2</b>	<b>CO 2</b>

<b>12.</b>	Explain the factors influencing International Price Determination.	<b>10 Marks</b>	<b>L2</b>	<b>CO 2</b>
<b>Or</b>				
<b>13.</b>	Discuss Pricing strategies for International Markets with examples.	<b>10 Marks</b>	<b>L2</b>	<b>CO 2</b>