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PRESIDENCY UNIVERSITY

BENGALURU

Mid - Term Examinations – October 2025

Date 10-10-2025

Time: 09.30am to 11.00am

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

CO - Levels	CO1	CO2	CO3	CO4	CO5
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	CO1
2	Mention any two international market entry strategies.	2 Marks	L1	CO1
3	What is International Marketing Environment?	2 Marks	L1	CO1
4	Explain two factors influencing international pricing.	2 Marks	L2	CO2
5	Interpret the meaning of Licensing as an International Market Entry Strategy.	2 Marks	L2	CO2

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	CO1	
Or					
7.	Discuss the Screening and Selection of International Markets with examples.		10 Marks	L2	CO1

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

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

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